

FINAL PROJECT
A PHOTOGRAPHY BASED E-BOOK ABOUT RETRO CARS FOR
GENERATION Z CAR ENTHUSIASTS

To fulfil Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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2025/2026

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FOR GENERATION Z CAR ENTHUSIASTS

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AGREEMENT PAGE

**A PHOTOGRAPHY BASED E-BOOK ABOUT RETRO CARS
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STATEMENT OF ORIGINALITY

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Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If, in the future, any indication of plagiarism is found in this Final Project, I am willing to accept sanctions in accordance with the prevailing laws and regulations.

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

Surabaya, April 24th 2026

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ABSTRACT

Retro cars, particularly those produced in the 1980s–1990s, possess strong aesthetic and historical value as part of automotive culture. However, documentation of retro cars in Indonesia remains limited, while the attention of younger generations tends to focus more on modern automotive trends. Meanwhile, Generation Z, who is highly familiar with digital technology, visual media, and short-form content, presents an opportunity for developing more relevant media to enhance their understanding of retro automotive culture.

This design project aims to produce a photography-based E-Book as a medium of awareness for Generation Z regarding retro cars. The design process adopts a mixed method approach, involving primary data collection through interviews with creative industry practitioners in the automotive field and Generation Z individuals active in the retro car scene, as well as direct observation. Secondary data were obtained from journals, books, articles, and comparator studies to strengthen the theoretical foundation and visual concept development.

The final output is a digital E-Book showcasing photographic documentation of retro cars in Surabaya and its surrounding areas, utilizing shooting techniques such as still shoot and rolling shoot to highlight each car's visual character. The E-Book is complemented with informative narratives discussing the history, aesthetics, and design identity of retro cars, and is visually designed with Layout, typography, and color choices that align with Generation Z's visual preferences.

Overall, this photography E-Book functions as an effective medium to enhance awareness and appreciation among younger audiences toward retro automotive culture. Beyond serving as visual documentation, this work also contributes to preserving the historical value of retro cars amidst modern automotive developments, while simultaneously promoting visual literacy and cultural understanding for today's digital audience.

Keywords: *E-Book, Photography, Retro Cars, Media Awareness , Generation Z.*

FOREWORD

All praise and gratitude are devoted to Allah SWT for His endless mercy, blessings, and guidance, so the author was able to complete this Final Project entitled “A Photography Based E-Book About Retro Cars for Generation Z Car Enthusiasts” as one of the requirements for obtaining a Bachelor’s Degree (S-1) in the Visual Communication Design Study Program, Faculty of Architecture and Design, Universitas Pembangunan Nasional “Veteran” Jawa Timur.

This Final Project was created as an effort to introduce the aesthetic and cultural values of retro automobiles through photography and digital publication media aimed at Generation Z audiences. Throughout the process of designing and writing this project, the author received support, guidance, motivation, and assistance from many parties. Therefore, on this occasion, the author would like to sincerely express gratitude to:

1. Allah SWT, for His blessings, strength, health, and guidance throughout the completion process of this Final Project.
2. The author’s beloved parents, family and yangpi, yangmi, who always provided prayers, encouragement, affection, and endless support both emotionally and materially.
3. Mrs. Sri Wulandari, S.Sn., M.A. as Supervisor I, for her patience, guidance, suggestions, and continuous support during the preparation of this Final Project.
4. Mrs. Widyasari, S.T., M.T. as Supervisor II, for the advice, input, and guidance that greatly helped the author throughout the design and writing process.
5. Mr. Bayu Setiawan, S.Sn., M.Sn. as the Main Examiner Lecturer, for the constructive criticism and evaluations that contributed to improving the quality of this Final Project.
6. Mrs. Diana Aqidatun Nisa, S.T., M.Ds. as the Assistant Examiner Lecturer, for the valuable suggestions and feedback given during the examination process.
7. All lecturers and academic staff of the Visual Communication Design Study Program, Universitas Pembangunan Nasional “Veteran” Jawa Timur, for the knowledge, experiences, and guidance shared throughout the author’s academic journey.
8. The Moorshall automotive community and all retro car enthusiasts who contributed to the observation, interview, and documentation process of this E-Book project.
9. Enos Aditya, Fahmi, and Arief Heliawan, Jonathan for sharing their experiences, perspectives, and insights regarding retro automotive culture and photography as references for this project.
10. Friends, colleagues, and everyone who has supported and accompanied the author throughout the completion of this Final Project, either directly or indirectly.

The author realizes that this Final Project is still far from perfect and may contain limitations in terms of content, presentation, and execution. Therefore, constructive criticism and suggestions are sincerely welcomed for future improvements. The author hopes that this Final Project can provide meaningful insights, broaden perspectives regarding retro automotive culture, and contribute to the development of photography-based publication media **within** the field of Visual Communication Design. Furthermore, the author hopes that this work may inspire future projects and become a valuable reference for those interested in automotive photography, visual storytelling, and retro culture.

Surabaya, April 24th 2026

The Undersigned

A handwritten signature in black ink, appearing to be 'MR' with a stylized flourish.

Muhammad Rizky

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