

CHAPTER V

5.1 Conclusion

The design of a photography-based *E-Book* about retro cars for Generation Z *car enthusiasts* was made as an effort to present digital visual media that can increase *the awareness* of the younger generation towards retro car culture. Based on the results of data collection, interviews, observations, and literature studies that have been conducted, retro cars, especially from the 1980s–1990s, have strong aesthetic, historical, and visual character values. However, visual documentation about retro cars is still relatively limited, so media that is able to introduce and preserve this culture to the younger generation with a more relevant approach is needed.

Through the design process, *the E-Book media* was chosen because it is in accordance with the characteristics of Generation Z who are close to *digital* technology and are more interested in delivering short, interesting, and accessible visual information. The use of automotive photography in *this E-Book* is also the main approach to display the details, character, and uniqueness of retro cars through shooting techniques such as *still shoot* and *rolling shoot*. In addition, the use of *layout*, typography, and colors is designed to adapt to Generation Z's visual preferences to make *the E-Book* look more modern, dynamic, and comfortable to enjoy.

The final result of this design is in the form of a *photography E-Book* that displays visual documentation of retro cars in Surabaya and its surroundings, complete with brief information about the history, design, and culture of retro automobiles. *This e-Book* not only serves as a visual documentation medium, but also as an *awareness* and educational medium that can help increase Generation Z's appreciation of retro cars in the midst of today's modern automotive developments.

Overall, this design shows that photography-based visual media in the form of *E-Books* can be an effective means of introducing retro car culture to the younger generation. Through a visual and *digital* approach that suits the character of today's audience, *this E-Book* is expected to help maintain and preserve the cultural and aesthetic values of retro cars so that they remain known and appreciated in the modern era.

5.2 Suggestions

Based on the design process that has been carried out, *this retro car photography E-Book* still has many opportunities to be further developed. In the future, retro car documentation can not only be done in the Surabaya area and its surroundings, but can also include other cities in Indonesia so that the visuals and information displayed become more diverse. That way, retro car culture in Indonesia can be known more widely by the public, especially Generation Z.

In addition, the media used can also be developed into other *digital* forms such as social media, *websites*, and documentary videos so that the delivery of information feels more interactive and easily accessible to today's audience. Given that Generation Z is so close to the *digital* and visual worlds, the development of media like this can help increase their interest in retro automotive culture.

In terms of photography, the next design can also explore more varied shooting techniques, such as studio concepts, automotive photography, and visual *storytelling* so that visual results look more attractive and have stronger characters. Not only that, the content of *the E-Book* can also be equipped with a more in-depth discussion about car history, restoration processes, retro car communities, and *car culture* in Indonesia so that this media is not only a visual documentation, but also a means of information and education.

The designer hopes that this design can be a reference for students and other visual creators in developing photography-based works that are not only visually appealing, but also have cultural and educational value. With media like this, it is hoped that the appreciation of the younger generation for retro cars and old automotive culture can continue to grow in the midst of the development of the modern and *digital* era today.