

ABSTRACT

The objectives of the research were to 1) study image quality with the application of automotive film in the photography and 2) comparison between the application of automotive film and camera filters in the photography during the period of the sufficiency economy. The experimental research consisted of three steps including 1) application of automotive film in the photography, 2) photography in fieldwork, and image evaluation by five experts who was photographer experts.

The study findings revealed the following:

1. Image quality with the application of automotive film in the photography was image quality in high level consisted of four series including 1) Executive Series APL 50NSRPS, 2) Executive Series ARL 35NSRPS, 3) Genius Series ARL 05CSRPS, and 4) POP Series POP05CSRPS. Meanwhile, the other automotive films were in middle level.

2. The comparison between the application of automotive film and camera filters in the photography was in high level consisted of four series including 1) Executive Series APL 50NSRPS, 2) Executive Series ARL 35NSRPS, 3) Genius Series ARL 05CSRPS, and 4) POP Series POP05CSRPS. However, the other automotive films were in middle level.