ABSTRAK

Perkembangan fotografi olahraga berbasis platform digital seperti FOTOYU menimbulkan berbagai persoalan etis terkait pengambilan, penggunaan, dan penjualan foto aktivitas olahraga di ruang publik. Praktik pemotretan tanpa komunikasi langsung antara fotografer dan subjek foto memunculkan perdebatan mengenai privasi, persetujuan, hak atas citra diri, serta tanggung jawab moral fotografer. Penelitian ini bertujuan untuk mengetahui persepsi etis penggiat olahraga dan fotografer terhadap praktik pemotretan aktivitas olahraga publik melalui aplikasi FOTOYU serta mengidentifikasi perbedaan dan titik temu persepsi keduanya. Penelitian menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivis. Data diperoleh melalui wawancara mendalam, observasi non-partisipan, dan dokumentasi terhadap empat penggiat olahraga yang pernah menjadi subjek foto FOTOYU serta satu fotografer yang aktif menggunakan platform tersebut. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman, sedangkan interpretasi temuan didukung oleh Teori Kebijakan Aristoteles. Hasil penelitian menunjukkan bahwa penggiat olahraga dan fotografer pada umumnya memandang pemotretan aktivitas olahraga di ruang publik sebagai hal yang wajar. Namun, penggiat olahraga menekankan pentingnya penghormatan terhadap privasi, kenyamanan, dan hak atas citra diri, terutama terkait penggunaan foto untuk kepentingan komersial. Sementara itu, fotografer memandang aktivitas tersebut sebagai bentuk dokumentasi yang sah, tetapi tetap mengakui pentingnya etika dan tanggung jawab dalam penggunaan foto. Praktik pemotretan melalui FOTOYU dapat dipandang etis apabila dilaksanakan secara bijaksana dengan menghormati hak subjek foto.

Kata Kunci: Persepsi Etis, FOTOYU, Fotografi Olahraga, Ruang Publik, Privasi, Etika Kebajikan Aristoteles.

ABSTRACT

The development of digital sports photography platforms such as FOTOYU *has raised various ethical issues concerning the capture, use, and sale of photographs taken during public sports activities. Photography practices conducted without direct communication between photographers and subjects have sparked debates regarding privacy, consent, image rights, and photographers' moral responsibility. This study aims to examine the ethical perceptions of sports participants and photographers regarding public sports photography through* FOTOYU *and to identify both differences and common ground between their perspectives. This research employed a descriptive qualitative approach within a constructivist paradigm. Data were collected through in-depth interviews, non-participant observation, and documentation involving four sports participants who had become* FOTOYU *photo subjects and one photographer actively using the platform. Data were analyzed using the Miles and Huberman interactive model, while findings were interpreted through Aristotle's Virtue Ethics Theory. The results indicate that both sports participants and photographers generally view public sports photography as acceptable. However, participants emphasize the importance of respecting privacy, comfort, and image rights, particularly regarding the commercial use of photographs. Photographers regard the activity as a legitimate form of documentation but acknowledge the importance of ethical conduct and responsibility in photo usage. The study concludes that photography practices through* FOTOYU *can be considered ethical when carried out wisely while respecting the rights and dignity of photo subjects.*

Keywords: *Ethical Perception,* FOTOYU*, Sports Photography, Public Space, Privacy, Aristotle's Virtue Ethics.*