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**Reading photos about air pollution in Jakarta for the sake of maintaining a healthy environment**

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| ABSTRACT |  |  |
| Photography is a medium that is able to express and convey communication messages. Photography is also able to provide dimensions by providing an aesthetic, conceptual and thematic touch. Visual interpretation in photography is needed to read the message. The aim of this research is to read visual photography with the theme of air pollution in Jakarta, so that audiences become interested and moved in efforts to reduce the risk of pollution. The research method used is visual methodology with a semiotic approach. The researcher carried out visual presentations and depictions which were supported by the results of subjective observations. The results and discussion show that to build a message, sustainable visual communication is needed by creating an emotional function and being able to express the message.  .  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  photography  air pollution  Jakarta  interpretation  Visual |