

Place Branding: From Digital Architecture and Digital Entertainment to Instrumental Value (Case Study: Instagram Influencer)

Onie D. Sanitha^{1,*} Melania Rahadiyanti²

¹ Program Studi Doktor Arsitektur, UNIKA Soegijapranata, Semarang, Indonesia

² Program Studi Arsitektur Interior, Universitas Ciputra, UCC Town, Citraland, Surabaya, Indonesia

*Corresponding author. Email: osanitha@ymail.com

ABSTRACT

This article emphasizes a practical understanding of digital entertainment and digital architecture as a collaborative strategy in discovering and developing the instrumental values of a place, region, or city. Through digital case study method of social media-Instagram and the Digital Influencer phenomenon with linear narrative techniques, it leads to the formulation concept of digital culture which has an impact to discovering the hidden knowledge as instrumental of place value, place branding and the formulation of the concept *good content good architecture*.

Keywords: *Digital entertainment, Digital architecture, Good architecture, Social media, Instagram, Influencer.*

1. INTRODUCTION

Social media gives us a powerful tool. It is transform from passive into active audiences [1]. Public Opinion plays its role in determining the current architectural direction, especially in public places/public buildings [2]. Instagram Influencers have become a media connector between people and architecture. This can be inevitability, while designing, prescribing polling the fans and letting the public get involved, experience and connect them with a building that hasn't even been built yet and brings them closer to the world of architecture. More information received will be a good thing, more reaction the better in determining the direction of the design, and Digital Technology will be a force for architects in designing,

Social media in this new era is thought to be able to change the planning of a city [3], facilitating the transition from a functional understanding of design to a formal understanding of a commercial nature. The built environment becomes an attraction, inhabited not by residents, but by users who feel the need to document their own lives.

Finally, we realize that the presence of Google Maps can help remind us of the traces of our travels recorded on google map data through the social media information we use [4]. In addition, Google Map also

sends information to its users about photo locations that should not be missed around us when we walk in a city by using a google map building, the google system then records our movements, so that's where Instagram social media feedback can actually connected with us. In fact, quite a number of architectural firms report how they meet the demands of "Instagrammable" space design, we can't help but wonder: How do social media and their influencers shape public spaces? Is Instagram Breaking Architecture?

Then a question arises "Is Architectural Design still quite essential if it departs from a need? Or architecture started to be directed by public opinion?

2. PURPOSE

This study aims to analyze an Instagram social media influencer related to digital architecture and digital entertainment which is directed at finding a synthesis of instrumental values formed through Instagram social media which have an impact on the development of architectural designs so that these values can be used as a basis / principle in considering the branding process for a place through an architectural approach.

Through these goals, the target of this research is to find a concept of Place branding from social media

influencer that can be used to design buildings, especially commercial buildings.

3. LITERATURE REVIEW

Since many people believe that brand are made in the mind, many companies try to manage their products from the side of consumer needs. Such as find the impression from customer-generated with social media that triggered brand focused [5]. Instagram bring opportunities for many people to grow, including providing experiences that build a brand. This experience would be a material to develop some business. The person behind this instagram platform becomes a bridge to sending from the provider to the recipient depending on the type of material being addressed. Artists, Celebrities, Musicians, are influencers who are currently the most likely to be able to convey the message of a product, place, or company to the world. Through his fame, an influencer can use his followers to watch, see, hear, and even enjoy information that is packaged in such a way that it can be understood by his followers. This figure has power to influence many people, so it is not surprising that many providers use influencer services for branding activities [6]. As Kirby [7] said in his research, there are 3 things that can be used as media in branding, Architecture, Franchise, Celebrity and this research discusses celebrities as part of influencers who are very thick with Instagram social media.

A space atmosphere designed to create an impression depending on the desired concept [8]. This is actually similar to the principle of branding concept, creating an impression through the presence of an atmosphere [9]. However, this atmosphere requires a media deliver that is believed to be able to bring feedback that directs a desired impression [10]. This desired impression is actually an important point in branding. For example, a study that shows how awareness of a brand will continue and increase by always bringing it to life through the selection of the right influencers and celebrities so that the impression of the brand can be present continuously [6]. Spatial and regional planning is an indirect expression of non-physical forms such as the social and cultural order of the community. The applied rules are able to regulate the form of space and mass in the building according to the cosmology that is obeyed [11] as well as its hierarchy and use. This is quite often seen in traditional settlements. In theory, a spatial arrangement is included in the planning stage. Social, cultural, and historical values of the past (linkage history) together with the individuals who live in it and integrated with each other are important elements in interpreting a space becomes a place [12]. Each place has its own personality and uniqueness, one of which is found in the design of a

building with invisible material, shape, texture, color and cultural values [13].

In the physical context, the behavior of users or occupants greatly influences the design process that is able to adapt and be in harmony with the environment, natural resources and ecosystems [14]. Non-physical aspects can be in the form of culture and art or art that is abstract and has an influence on knowledge and ideas in people's daily lives. Several points of view that can have an influence include busy work activities (economics), kinship and social organization, language, belief, art, marriage and science and technology [15]. In the case of art, the reference is aesthetics whose estuary lies in desire and beauty, both those that can be enjoyed by the eyes and ears, as well as simple to complex embodiments. When it comes to behavior, Freud's psychoanalytic theory is used as reinforcement that a person's behavior is indeed influenced by the past context which will unconsciously shape reactions [16]. This reaction in the context of the impression of a place can take the form of admiration or even a traumatic one.

When science makes us understand that all universal laws can make us know many things, then art that touches the -imagination is able to make us understand something that is particular and complex [17], for example a good novel is a novel that does not talk about universal love like principles of psychology studies, but a good novel is a novel that talks about the love that is experienced in particular by certain people who are different from others [18]. Likewise, in the case of celebrities' daily lives, which are shared with their followers, they become a particular presentation so that their followers feel something in common with their idol or even become very close. This closeness and similarity is what in Freud's theory called by an unconscious condition [16], but when the unconscious finds a similarity then in a consciousness a reaction arises forms admiration (if positive) or dislike (when the context is negative, traumatic) [19].

4. METHODOLOGY

This article is a small part of social media impact in design architecture. By exploring the theories and some research, will formed the initial criteria as a basic finding in forming the impression of a place due to social media influencers.

In this study, 2 selected study objects ASHTA District 8 SCBD in South Jakarta and Malioboro in Yogyakarta, which are located in Indonesia will explored to about 80 participants on Instagram to find out how Instagram users are familiar with the two study objects. The Instagram account used the author's account with followers from Yogyakarta, Jakarta, Makassar, Surabaya, and Sulawesi. Using the Insta-Poll filter on Instagram, the questions asked were: where did

they know these two objects, with limited answer choices, namely Instagram Influencers and others.

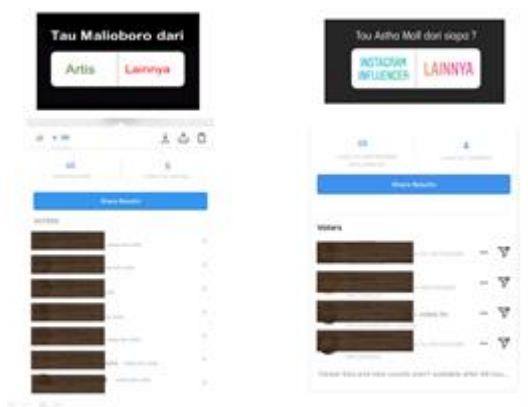


Figure 1 Poll results using Insta-Poll.

From 86 viewers, there were 48 voters who chose Artist as a source of information about Malioboro, and 8 others were from other information. Meanwhile for the second poll, there were 68 voters who chose Instagram influencers as a source of information about Ashta Mall, while 4 chose other information. Then the next stage we conducted indirect interviews with Instagram users who

randomly chose to participate. At this stage, we again use the Instagram filter in the form of an "ask question" to find user impressions about the two research objects.



Figure 2 Multiple answer resumes using Instagram Ask Question filter.

From a total of 80 participants who answered the two questions, several key words that represent the answers of the participants were collected which are summarized as follows:

Table 1. Participant answer keyword resume

Mood Booster	Iconic	Refreshing	Multicultural
Calm	Unique	Low Crime	Shopping Paradise
Comfortable	Colorful	Accessibility	Photogenic

5. RESULTS

The final results of the study found that Instagram Influencers have an impact on how others perceive a place. A person's basic assessment of a place based on "Pleasure in which there is comfort and something that touches the heart " Based on the psychoanalytic approach, it is explained that: Basic Pleasure is at the level of unconsciousness, which is an ID that is not limited to applicable norms, then at the next level there is the EGO group which is the prevailing norms in society which is able to channel the pleasure. At the same time, the norms controlling the pleasure (ID) so that it is should be fits with ethical values and social media is present there as a distributor of ID and covers limited space for movement.

At the very top stage in SUPER EGO is the assessment that emerges from people towards a place, at this stage the influence of Media Influencers takes an important role. So an instrumental value of a place is formed: a visual sense of amazement. The criteria like photogenicity, aesthetics, panoramic viewpoint, and fun has been used to conclude a valuable touch point, namely the visual sense of amazement which mean that the presence of influencers through Instagram social

media can be an emotional booster that becomes the impetus for creating creativity, and fun design.

It is about the presence of influencers through social media Instagram that can be an emotional booster that becomes the spirit to create creativity, and fun design through architecture. Through the research context, the principles that make up Visual Sense can be valued as:

- Mood Booster, Comfortable , Refreshing, which in architectural language is known as **Ambience & Ergonomics**
- Iconic, Photogenic, Unique, Colorful, which in architectural language is often called **Visual Appearance**
- **Utility & Accessibility**
- and **Activity Support** in space

Sense of Amazement is part of the needs because psychologically, something that stirs the mind becomes a need that comes from the unconscious but when it is realized and can be enjoyed both physically and non-physically, it is able to attract one's attention to interpret the place. Attention is an important part of Brand Awareness and Influencers are a bridge between

awareness and a brand which leads to the impression of someone's attention. That's the reason why Visual Sense of Amazement is considered because the presence of influencers and digital media that collaborate is a power in interpreting the sense of a place. So when a content related to influencers is very well made, it is very likely to be supported by the existence of a very good place.

6. DISCUSSION

The keywords in Table 1 can be included in the criteria that lead to a typology in the architecture that can support user impressions through the atmosphere of space. Because the impression leads to a human perception, it will be easy to illustrate it through the illustration of ice berg by Freud [16].

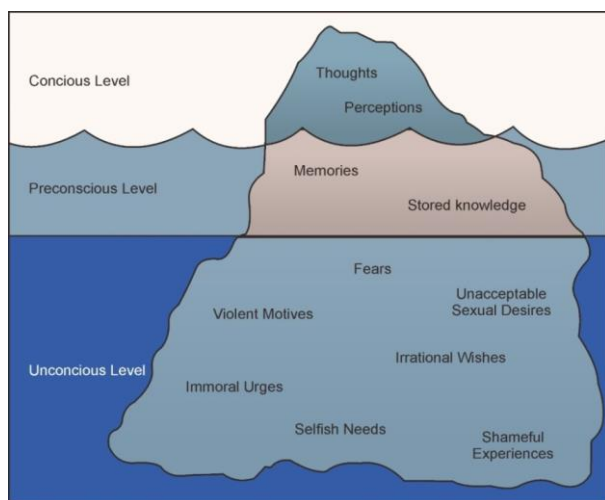


Figure 3 Ice berg illustration [20].

The Ice Berg illustration in psychoanalytic theory describes the human personality, according to Freud, there are 3 forms of human personality that can be understood in the ice berg. ID (identity-unconscious level) illustration that has existed since humans were born, does not recognize values and is dominated by the pleasure factor. Ego (pre conscious level) as an element that begins to grow so that there is a desire to fulfill realistic logical demands. In this case the Ego directs the ID to be more realistic. The next element is the Super Ego (conscious level) which grows in humans, in this superego there is a conscience, the desire to achieve perfection and this develops naturally, in the super ego there is also guilt

When the brand concept is designed by considering personal factors that touch these three elements, that's when there is an attachment that affects many people because they feel there are similarities. In general, the individual will pay more attention to something that he considers familiar and important, so that it becomes easy to remember and unconsciously able to revive the memory that is actually stored at the unconscious level.

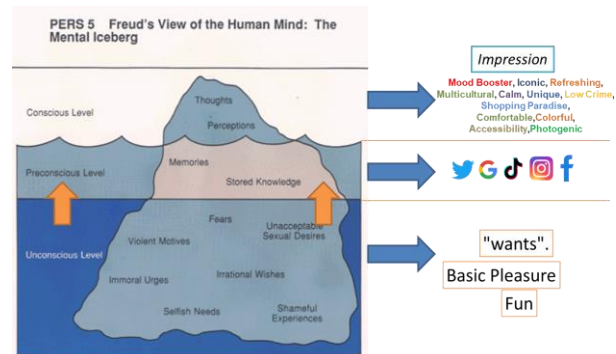


Figure 4 Ice berg illustration to describe brand impression.

Polling Data and Ask Questions from Instagram filter psychoanalytically can read a pattern where someone will always come to a place based on his "wants". This desire is something that is fun, then they fulfill the basics of that pleasure through screening and viewing social media and then they are influenced and decide to go to a place that suits them. Then comes an initial formulation regarding the criteria for integrating the sample with theoretical review through the Psychoanalytic filter, namely something that is photogenic, aesthetic, panoramic viewpoint, and fun. Then the brand provider captured the pattern as material for developing a space design that takes into account the aspects of the visitors' needs based on the impressions of the influencers' followers.

7. CONCLUSION

In the results of a data survey through Instagram in 2 places, this study found that:

- Place Branding cannot be done by just an architect himself (or formal parties who are used to being involved in urban planning) , it is need to be support by media in the form of "Digital Entertainment" such as Instagram using Influencers as the acceleration to form the people's perceptions of place to be place branding.
- "Visual Sense of Amazement" can be a valuable instrumental concept in considering the formation of a brand where the instrument points have been described above.
- Instagram Influencer is the figure who are able to play and shape a perception relying on Digital Media which show the architectural objects because of his character is able to build a feeling of empathy by creating something in a content that is able to provide benefits for his followers. Thus, the role of Instagram Influencers is very helpful in shaping a perception to form the Place Branding.

- It is undeniable that currently Digital Entertainment can change urban planning from what was originally only functional and formal change to a commercial context. The built environment today can turn into an attraction that is popularized not only by citizens but also by people who want to capture their moments in a place and building. That is also the reason how place pinning can be formed into place branding.
- "Instagram Sensational" which is often found in famous buildings can be a phenomenon that can awaken our judgment in designing: "Insta-Worthy" can be a new consideration in designing.
- "Insta-Worthy" would be something that can evoke Amaze feelings towards an object that can be inspired many people, so Visual Sense of Amazement will be very closely related to the Insta-Worthy concept.

This research requires further development, especially to describe architecturally the materials from Sense of Amazement specifically. Researchers are very open if in the future there is input and even development of existing findings, because brands and impressions combined with technology have a nature that is constantly evolving so it is possible to do an in-depth study related to current issues.

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