



Aesthetic Analysis and Public Perceptions of Popular Artworks in NFT Opensea Marketplace

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ABSTRACT

This research is descriptive research to find out the symptoms or effects of aesthetics and public perception of the popular artworks of the NFT (non-fungible token) Marketplace. The NFT marketplace has begun to gain popularity among Indonesians since the virality of Ghozali who managed to sell his artwork in the form of selfie photos on the NFT Opensea Marketplace, earning billions of rupiah in profits at the end of 2021. Of empirical interest is the potential reasons why some artworks on the NFT Marketplace are prized highly compared to other works. There are two aspects of the study discussed in this study, namely aesthetics and public perception. This study aims to descriptively examine aesthetics and public perceptions of popular artworks at the NFT Opensea Marketplace; examine and investigate the things that affect the popularity of artwork on the NFT Opensea Marketplace from the aesthetic aspect and public perception. Findings reveal that the aesthetic perception of the public, seeing the popularity of NFT artwork is influenced by several factors, including: (1) people's perspectives on what makes something "unique", (2) influenced by the medium of introduction, (3) the popularity of the work is influenced by its aesthetic value, and (4) the popularity of NFT artworks is determined by the context.

Keywords: *Aesthetics, Non-Fungible Token (NFT), Perception.*

1. INTRODUCTION

Non-fungible tokens (NFT) are a breakthrough in selling art. This dynamic creates a simple but powerful change in how digital art works: making digital art exclusive. Once printed on the Ethereum blockchain, NFTs are represented on an immutable public ledger. Anyone can create digital art, but anyone can reproduce it and share it around the world with the click of a button. In a scenario where anyone can duplicate art perfectly, the artist has the legal power to protect against his or her art being used in a commercial venture (Kugler, 2021).

In Indonesia, the NFT Marketplace is booming with the viral Ghozali every day on social media, which has succeeded in selling NFT or non-fungible tokens in the form of selfies on the Opensea digital asset marketplace. Thus, driving the trend of NFT buying. This is evidenced by the number of NFT transactions at Opensea reaching up to 55 trillion rupiahs in January 2022 (Riyanto, 2022). The reason why NFT is receiving so much attention from the media and the public is the large amount of money paid by some of its users. For example, the Twitter CEO sold his first tweet as an NFT for over 2.9 million USD.

CryptoPunks, the famous NFT project of 10,000 collectible characters, has also attracted a lot of attention. Today, the lowest price paid for one of his works is around 85 ETH. That's about 360.000 USD for an image collection on the internet, which anyone can download (Velasco, Barbosa & Pombo, 2021). For ordinary people, this phenomenon becomes a big question mark to find out, why and why this can happen. The aesthetic value in how many people perceive the significance and existence of a work of art is taken into account in addition to online purchases and sales.

Chai, Peng, and Yu (2016) in their research on "Pricing aesthetics: how cognitive perception affects bidding for artworks", involved 157 participants who rated 25 paintings on the price they were willing to offer for works by famous Chinese artists. The results of previous research by Jeffri (1997 cited in Chai, Peng, & Yu, 2016) expressed the view that if an artwork is highly artistic, then its price should be high. However, the results did not support this. One reason that the participants were novices to art. Highly artistic artworks are the product of superb skill and extraordinary creativity. However, works of art are not always

connected with positive emotion and the appearance of beauty. Usually, novices cannot comprehend the hidden meanings of artworks. Therefore, their judgment about how much to pay for artwork will be based simply on how beautiful they perceive the work to be. Gunduz, Eryilmaz, and Yazici (2022) from their research on crypto art perception of university students within the scope of NFT-blockchain platform show that 55.5% of the students are aware of the concept of NFT, 31.3% of them use the Cryptocurrency system and 5.7% of them use the crypto art NFT. When the reliability of the blockchain crypto platforms was evaluated, 35.6% of the students stated that they found this system reliable. On the findings of research that has been done previously by (Chai, Peng & Yu, 2016; Gunduz, Eryilmaz & Yazici, 2022), researchers have not explained the aesthetic perception of the community on NFT artworks or crypto art, only the correspondent's view on painting in general, and also the world community's view that sees the advantages of NFT artworks in all things, whether it is in accordance with the situation and conditions of the people in Indonesia. Therefore, researchers are interested in studying and analyzing in terms of NFT art products and the public's view of popular artworks sold on the NFT Marketplace. The question is whether the public's impression of the work's popularity is impacted by aesthetics to the point where it is worth selling it for a high price. Analyze recent public opinion on the popularity of NFT artwork and see if it is thought to have benefits over the previous conservative way and how well Indonesians understand NFT and NFT works or crypto art.

In evaluating a work of art, aesthetics becomes the standard for studying the intrinsic and extrinsic elements of the work. Aesthetics itself does not escape the influence of culture, while culture or culture is created because of the behavior of the people. Therefore, the aesthetics of the work of art is also greatly influenced by the perspective or perception of the public in assessing and appreciating the work. Perception is the operation of the senses and experiences and behaviors that result from sensory stimuli (Goldstein & Brokmole, 2017). Everyone's difference in judging a work of art becomes the basis, that the assessment of work will change following changes in people's perceptions over time.

2. LITERATURE REVIEW

2.1. Aesthetics

Aesthetics is the philosophy of everything beautiful, the science of beauty and "taste". Beauty cannot be separated from culture, because culture is a determinant of the style, type, and lifestyle of a group as a supporter of that culture. Aesthetics as a cultural system has values, guidelines, vital ideas, beliefs, or beliefs about art. These values or guidelines are used to create and understand a

work of art. Aesthetics can be described as a systematic way of thinking about beauty and forming aesthetic qualities (Xenakis & Arnellos, 2014). Maruto explained that aesthetics is a branch of philosophy that examines and discusses art, beauty, and human responses to it. Aesthetics is known to have two approaches. First, it directly examines objects, objects, beautiful nature, and works of art. Second, it highlights the situation of contemplation of the beautiful feeling that is being experienced by the subject, which then gives birth to an aesthetic experience (Maruto, 2014).

Culture will not exist without the presence of humans. Therefore, human beings became the origin of culture. Humans are also multi-dimensional creatures that have four-dimensional elements, namely (1) the historical dimension, (2) the thought dimension, (3) the taste dimension, and (4) the belief dimension. All of these dimensions direct humans to be human and complete human beings. In essence, the main issues of aesthetics include four things, namely: (1) aesthetic value; (2) aesthetic experience; (3) aesthetic judgment, and (4) aesthetic property (Sibley, 2001).

Sunarto (2017) stated that the formation of aesthetic buildings is caused by: 1) one's vision in objectifying; 2) one's knowledge in objectifying and interpreting; 3) having the ability (skills) to create art; turning idea particles into subjects in the artwork. Aesthetics is also referred to as a discipline related to the perception, appreciation, and production of art. Many philosophers who seek to determine "how aesthetics is described in an object" can arouse the feelings of each person through the process of perception (Miralay & Egitmen, 2019).

2.2. Perception

The field of perception itself is concerned with the operation of the senses and experiences and behaviors that result from sensory stimuli (Goldstein, 2010). Goldstein and Brokmole (2017) mention three steps to understand the stimulus of the perceptual process, namely perceptual behavior, recognition, and action. One of the perception processes is to determine the following three relationships, namely a) stimulus-perception relationship, b) stimulus-psychology relationship, and c) psychology-perception relationship. Therefore, aesthetics and perception have a correlation that can influence a person in appreciating and assessing a work of art.

Aesthetic perception is embodied in the "aesthetic object", or as part of the forms of unintentional perception. Aesthetic perception in the context of interactionism and awareness is developed through a perceptual process that is consistent with the right to life, especially with normative characteristics (Vessel, Starr & Rubin, 2013).

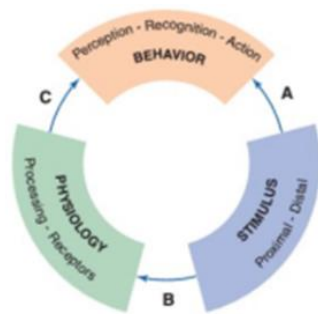


Figure 1 Perception process.

In this study, the researcher focuses on two things that are used as research references, namely the first about "aesthetics" as in "aesthetic perception" or "aesthetic objects". It can be seen in Figure 1 that aesthetic perception needs to be understood in non-verbal terms. philosophical meaning, does not involve appreciative judgment, judgment, or evaluation, but "aesthetics of perception" here is not understood as the experience of objects accompanied by any feeling of beauty, aesthetic interest, or pleasure. "Aesthetic perception" means the perception of an object that is categorized as a work of art, regardless of the value assigned to it. As a result, the "aesthetics of objects" here are not objects that are considered valuable or cause feelings of beauty, aesthetic interest, and pre-conceptual. Art objects display conceptual meanings that are closely related to their motifs, but the "meanings" discussed here are "perceptual", meaning they are connected with lines, forms, and, most importantly, the relationships between them, regardless of the world. What objects represent through lines and shapes provides dataset access to the retina that affects the retina as qualitatively as the perception of meaning in that it significantly guides or limits visual processing. Art objects display conceptual meanings that are closely related to their motifs, but the "meanings" discussed here are "perceptual", meaning they are connected with lines, forms, and, most importantly, the relationships between them, regardless of the world. What objects represent through lines and shapes provides dataset access to the retina that affects the retina as qualitatively as the perception of meaning in that it significantly guides or limits visual processing.

2.3. Non-Fungible Tokens (NFT)

Non-Fungible Token (NFT) is proof of ownership of digital assets that can be traded using cryptocurrencies (Velasco, Barbosa & Pombo, 2021). NFTs are not interchangeable, so they are unique and different from other digital assets. NFT is integrated with a system that records every transaction made so that it is safe and difficult to hack. Cryptoart or NFT incorporates Blockchain-backed time-based media art. NFT represents any digital asset, including digital artwork, collections, or music creations (Kugler, 2021). Non-

fungible token (NFT): make digital art exclusive. Anyone can create digital art, but anyone can reproduce it and share it around the world with the click of a button. In a scenario where everyone could perfectly duplicate the art, the artist has the legal power to protect against his or her artistic products being used in commercial endeavors (Xenakis & Arnellos, 2014).

NFT first appeared in 2014. 2021 will be the golden year of NFT. The reason is, the non-fungible token (NFT) is starting to be liked by many people. NFT recorded sales of more than 12 billion us dollars or around Rp. 172.7 trillion only on the Ethereum blockchain in 2021. This figure represents the growth in NFT sales from previous years.

There are several well-known NFT marketplace companies, including Opensea, Rarible, Atomic Market, Async Art, SuperRare, Axie Marketplace, and so on. However, Opensea is the most popular and most used NFT marketplace in the world. Based on statistical data, Opensea is the largest NFT marketplace based on sales volume over time. As of November 11, 2021, the value of NFT's sales volume on Opensea has reached around US\$11.4 billion, outperforming other marketplaces (Tempo.co, 2021). Opensea was founded by Devin Finzer and Alex Atallah in New York, the United States in 2017. OpenSea has 300,000 users with more than 34 million NFTs, which consists of various items, such as digital works, music, and videos.

3. METHOD

This research is a descriptive study that seeks to describe a phenomenon, an indication, of the current situation. In this case, the main focus of descriptive research is on problems that occur now (actually) or when the research is conducted (Sugiyono, 2018). According to Sukmadinata (2017), the stages carried out in this research include (1) Problem selection, the case taken in this study is to analyze the phenomenon of popular art in the NFT marketplace. Researchers find out what attracts the popularity of artworks in the NFT opensea marketplace by looking at two sides, namely, aesthetics and public perception, and what influences the popularity of artworks in the NFT opensea marketplace, (2) data collection procedure, the method used for the data collection process in this study is triangulation. Triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. In general, there are three kinds of data collection techniques, namely literature study, observation, and questionnaires, (3) data analysis, data analysis in this study uses reduction analysis, (4) repair, which makes improvements after data analysis in the form of reinforcement from the data that has been found, (5) deport writing, report the results of research that has been done by describing a symptom or social unit.

In this study, the variables observed and studied include:

a. Aesthetics

Literature, documentation, and observation studies are used to observe and assess aesthetics, specifically by collecting data related to lists of popular NFT artworks sourced from the internet, books, journal articles, or other supporting media in the form of pictures or photos of popular NFT artworks.

b. Public perception

Analysis of public perceptions were carried out using a questionnaire. Questionnaires or questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer (Arikunto, 2006). Questionnaires or questionnaires were given to 100 correspondents who were randomly selected to obtain data which would then be analyzed. Using accidental sampling technique. The general public is randomly selected with a specified number of questions. Answers to the questionnaire have two criteria, namely closed and open answers, closed answers to questions about definite choices, while in open questions, correspondents may answer freely according to what they feel.

c. Popular NFT artworks

Literature, documentation, and observation studies are used to observe, specifically by collecting data related to lists of popular NFT artworks sourced from the internet, books, journal articles, or other supporting media in the form of pictures or photos of popular NFT artworks. The popular NFT artworks studied in this study are limited to popular artworks found on the Opensea.io website, namely by looking at a list of the names of the most popular collections on the platform used. Popular here means works that get attention with the highest selling price on each collector's list (seller's account username). Through the list of popular works, the researcher will examine in more depth the aesthetics and whether there is an aesthetic influence on the popular artworks with the most expensive sales according to the people in Indonesia.

4. RESULTS AND DISCUSSION

4.1. Popular Artworks NFT Opensea Marketplace

This research focuses on the works of the NFTs Opensea Marketplace, arguing that the Opensea marketplace is the best market for selling and transacting NFTs of all time (dappradar.com), it can be seen in Figure 2. Based on the latest statistical data in July 2022 on the dappradar.com website, opensea has a recap of transaction volume to date of \$31.15 trillion. According

MARKET	Avg. Price	TRADERS	VOLUME
Opensea	\$269.44	1,898,991	\$31.14B
Axie Infinity	\$181.92	2,115,936	\$4.23B
Cryptopunks	\$131.696	6,756	\$2.84B
LookRare	\$9.274	91,328	\$1.13B
Magic Eden	\$216.49	815,267	\$1.91B
NBA Top Shot	\$50.37	562,001	\$951.89M
Mobax	\$624.9	82,799	\$946.23M
Solarmart	\$882.76	232,799	\$636.48M
X2Y2	\$1.096	66,070	\$622.67M
AtomMarket	\$17.37	1,058,669	\$422.67M

Figure 2 Top marketplace list (Deppradar, 2022).

to Matt Thompson “Transaction volume is the most important aspect besides price. Even for many other technical indicators, transaction volume can serve as confirmation or rejection of a given hypothesis.” pluang.com has traders as many as 1,891,299 and an average selling price of \$ 588.46.

The top sales NFTs data with the most expensive sales of all time on the DeepRadar.com website can be seen in Figure 3. The data does not focus on one marketplace but on all marketplaces around the world. If you look at the 10 lists of NFTs above, most of them come from the same collection, namely the collection of "cryptopunk", or it can be said that 70% of "cryptopunk" dominates the list of 10 popular works of NFT. Thus, to get the variation of the "Top NFT" work data, the researchers took the most popular collection data listed on the Opensea Marketplace. Taking into account, Opensea marketplace is a marketplace with the top ranking in terms of popularity. Hence, it is expected to be able to describe more broadly from the aesthetic aspect and public perception in viewing an NFT work.

4.2. Aesthetic Analysis of Works - Popular Works NFT Opensea Marketplace

Aesthetic descriptions of the popular artworks of the NFT Opensea Marketplace can be seen from the art products, artists, art observers, and artistic values. Maruto (2014) explained that aesthetics is a branch of philosophy

MARKETPLACE	PRICE
Opensea #10000	\$10,000,000
Opensea #10001	\$10,000,000
Opensea #10002	\$10,000,000
Opensea #10003	\$10,000,000
Opensea #10004	\$10,000,000
Opensea #10005	\$10,000,000
Opensea #10006	\$10,000,000
Opensea #10007	\$10,000,000
Opensea #10008	\$10,000,000
Opensea #10009	\$10,000,000
Opensea #10010	\$10,000,000

Figure 3 Top 10 NFT sales on the DeppRadar.com website (Last data for July 2022).

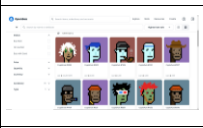

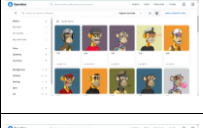
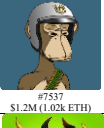
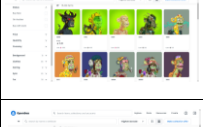

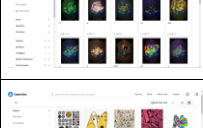


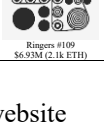
NO	Collection Name	Collection View	Most Expensive NFT
1	CryptoPunk		 #5822 \$23.58M (8k ETH)
2	Bored Ape Yacht Club		 #7537 \$1.2M (1.02k ETH)
3	Mutant Ape Yacht Club		 #4849 \$1.11M (950 WETH)
4	Otherdeed for Otherside		 #33 \$984.090 (833.33 ETH)
5	Art Blocks Curated		 Ringers #109 \$6.93M (2.1k ETH)

Figure 4 NFT Top 5 sales on the website Opensea.io (Last data for July 2022).

that examines and discusses art, beauty, and human responses to it. In this analysis, the researcher narrows the discussion on the study of art aesthetics in the realm of art products and art observers by the art public, in this case, the community.

In product analysis, researchers took a sample of 5 popular NFT works in the NFT Opensea marketplace, including; (1) CryptoPunks #5822, (2) Bored Ape Yacht Club #7537, (3) Mutant Ape Yacht Club #4849, (4) Otherdeed for Otherside #33, and (5) Art Blocks Curated - Ringers #109. On CryptoPunks #5822, Bored Ape Yacht Club #7537, and Mutant Ape Yacht Club #4849. For more details, here is the presentation.

Art products here can say material elements, namely in the form of research on things that appear in a work. If you look at the five popular works of NFT above, they are digital works created using digital applications. The thing that stands out and becomes a differentiator in the presentation of digital works is the technique of making works.

Based on several literature studies and the author's analysis, it was found that the forms in popular NFT works have similarities in character selection, image object taking, theme selection, and use value (see Figure 4).

4.2.1. Character Selection

The characters built in NFT works, especially in popular NFT works, highlight the mimetic character that resembles a human. That is seen in several collections of Bored Ape Yacht Club and Mutant Ape Yacht Club

which show animal characters with human daily activities. This can also be seen in some of the works of other artists who are not included in the Top 5 Collections list.

4.2.2. Image Object Capture

Taking the object of the image which is meant in this discussion is the point of view of the artist in determining the position of the object of the image. In this case, it can be seen that, of the 5 examples of NFT works above, 3 of them were made with a portrait depiction of a leaning forward, indicated by a visible body posture with the head slightly turned to the right side. Meanwhile, Otherdeed for Otherside #33 and Art Ringers #109, are different works by showing the position from the front.

4.2.3. Style Selection

The selection of themes that are often raised in the popular NFT works above, has a characteristic in each of the NFT collections. For example, in CryptoPunks #5822, the artist creates a model using the "pixel art" technique. Bored Ape Yacht Club #7537 and "Mutant Ape Yacht Club #4849" are made in a cartoon style, in Bored Ape Yacht Club #7537 the depiction is simpler when compared to the work "Mutant Ape Yacht Club #4849". It can be seen clearly with the shape ornaments that appear in the work "Mutant Ape Yacht Club #4849". In contrast to the work of Otherdeed for Otherside #33, it displays a more complex form by bringing up several image objects. Meanwhile, Ringers #109 presents works in an abstract style.

4.2.4. Have a Usefulness

When viewed from the form and appearance that appears in the work of NFT, it has a taking use of value, namely as a character in the game or also used as a model for player profiles in online games. This can be seen in some of the shape characters that are displayed to be able to be used on other digital devices. For example, Pretty Angelia Wuisan in her article explains that NFT cryptocurrencies that have a capitalization goal, for example, are "Theta", theta provides NFT games for anyone interested in games. If you look aesthetically at the shape of CryptoPunks #5822, which has a character in the form of "pixel art" that can usually be found in past games. And also Otherdeed for Otherside #33 which brings up a simple animation, which shows the setting of a certain place in a game. The crypto art phenomenon is intimately linked to the values that blockchain technology has come to represent. For the artists, crypto art or NFT represents in this sense a way to get and keep

control of their artworks and reap related benefits (Franceschet. M. et al, 2021). This can be observed in the study results, where some individuals believe that NFT's work is popular because it has a potential profit value. As a result, the usage element must be addressed while producing an NFT work.

4.3. Analysis of Public Perceptions of Popular Works NFT Opensea Marketplace

Analysis of public perception was obtained by collecting data from the results of distributing questionnaires to the community by taking data by random sampling. The results of this data collection aim to determine the condition of the people in Indonesia related to their views and perceptions of popular NFT works in the world or popular NFT works in the opensea marketplace. To find out more in detail, here is an explanation.

4.3.1. Public Perception of NFT (Non-Fungible Token)

Based on data collection in the field, many Indonesians are familiar with the term NFT (non-fungible token). The data shows that 38% answered that they knew the term NFT (non-fungible token), 36% answered that they did not know, and the remaining 26% answered that they were not sure. From the data above, the data shows that more people know, but when compared to the percentage of people who are not and are not sure, it is much higher, or it can be said that the Indonesian people are not very familiar with the term NFT. It can be seen in Figure 5.

The next question relates to "do the public know the advantages of works traded in the form of NFT?", the majority of people do not know the advantages of NFT works, with data showing 47%, 27% less sure and 26% answered they did not know. Meanwhile, to find out "since when did you get to know NFT (non-fungible token)?", the researcher took a look at the phenomenon in Indonesia, namely the emergence of "Ghozali every day" which was booming and became famous. Based on this phenomenon, the researcher refers to questions that are easily understood by the Indonesian people, regarding

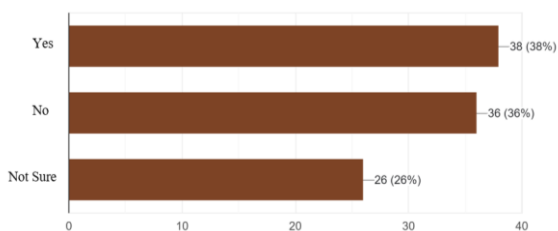


Figure 5 Percentage of correspondents who are familiar with the term NFT (Non-fungible token) Artwork.

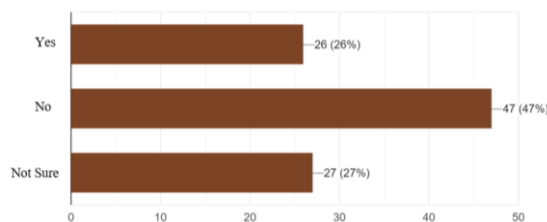


Figure 6 Percentage of correspondents who know the advantages of NFT.

the time when people know NFT, whether before the Ghozali everyday boom or after the Ghozali everyday boom. The results show that 55% of people have known since the boom of "ghozali every day". The data of correspondents who know the advantages of NFT can be seen in Figure 6.

4.3.2. Public Perception of NFT's Popular Works

In analyzing perceptions of popular works, the researchers took samples of works from opensea.io and deppadar.com. In this study, researchers try to see how the public's view or aesthetic perception of NFT's popular works in the opensea marketplace. Goldstein and Brokmole (2017) mention three steps to understand the stimulus of the perceptual process, namely perceptual behavior, recognition, and action. One of the perception processes is to determine the following three relationships, namely a) stimulus-perception relationship, b) stimulus-psychology relationship, and c) psychology-perception relationship.

Bundgaard, Heath, and Ostergaard (2017) explain that aesthetic perception needs to be understood in non-philosophical terms meaning, not involving appreciative judgment, judgment, or evaluation, but "aesthetics of perception" here is not understood as the experience of objects accompanied by any feeling of beauty, aesthetic interest, or pleasurable views about a "unique" feeling, regardless of whether the work is considered aesthetic or not. Thus, in this analysis process, the researcher explores the general public's view of NFT's popular works that do

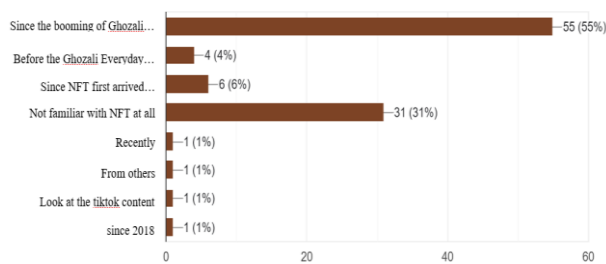


Figure 7 Results of answers about when correspondent knows NFT.

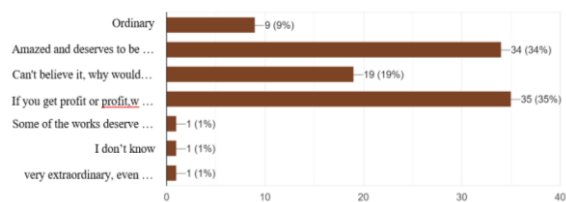


Figure 8 Correspondent's answer about his opinion on popular NFT artworks being sold at very high.

not involve work evaluation activities, but rather a normal view of works - popular works of NFT. It can be seen in Figure 7.

In this process, several things are used as references in taking data analysis, namely global views regarding popular NFT works. The questions asked by the researchers were:

-What do you think of popular NFT artworks that sell with very high selling prices?

The results show that 35% of the people answered if you get a profit or profit, why not. The same percentage, namely 34% answered amazed and deserved to be valued dearly. 19% said they did not believe it, why would anyone dare to buy it at an expensive price? Then, 9% answered that some of the work deserves to be appreciated. The rest answered casually and didn't know. It can be seen in Figure 8.

-What do you think is influenced by the popularity of an NFT work with a high selling price?

Data demonstrate that 75% of the respondents answered because of the uniqueness of NFT's work, 29% because of the history that appeared in the work, 27% answered because of the pleasure and satisfaction of the buyer (buyer), 20% due to the purpose of profit in the future, 7% because the artist who made it, and the remaining 5% just joined in. It can be seen in Figure 9.

-In your opinion, do these NFT works have any advantages over other works (in this case non-NFT)?

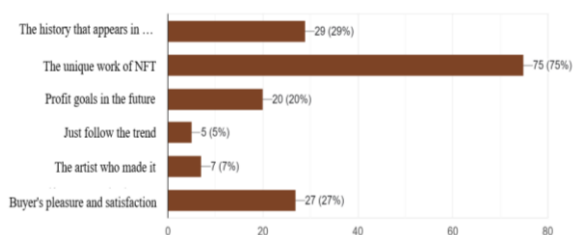


Figure 9 Correspondents' opinion on what influences the popularity of an NFT artwork with a high selling price.

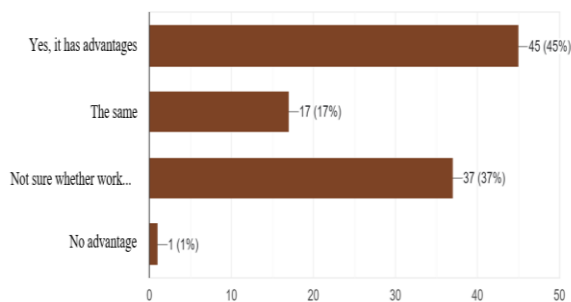


Figure 10 Correspondent responses on the benefits of NFT artwork over other works (in this case, non-NFT).

The data shows that 45% answered yes to having an advantage, and 37% answered that they were not sure whether the work in the form of NFT was superior. And 17% answered the same with general artworks. It can be seen in Figure 10.

-Do you think there is a correlation between the aesthetics of a work of art and the high price of an NFT product?

67% of the people answered that they had a correlation, because the more aesthetic the work, the more it could be traded at a high price. 19% answered that there was no relationship because many NFT works were not valued because of their aesthetics. Meanwhile, 11% answered that they were not sure that there was a correlation between aesthetics and high price in NFT works. It can be seen in Figure 11.

Based on the data collection of the questionnaire above, several things can be concluded regarding the public's perception of the works of the NFT opensea marketplace, which are as follows:

4.3.2.1. The Popularity of NFT Works is Influenced by the "Unique" Taste

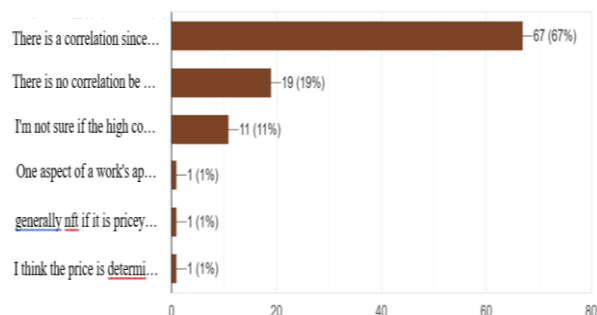


Figure 11 The results of the correspondent's opinion about whether there is a correlation between the aesthetics of a work of art and the high price of an NFT product.

The term "unique" here can be interpreted in several ways, it can be considered "unique" because of its unusual shape (material) that has never existed before, can be said to be "unique" because of the story that is raised through his work, or it can also be said to be unique because of the meaning and meaning of the work. its history. Based on the data presented in the previous discussion, shows that the majority of correspondents think that the popularity of high-priced NFT is influenced by the uniqueness of an NFT art product. Although most of the correspondents have no artistic background. This shows that the view of a unique taste is shared by all humans, who instinctively feel the essence of a visual attraction absorbed in their senses and then internalized in their hearts.

4.3.2.2. The Popularity of NFT Works is Influenced by the Medium of Introduction

This answers the question of whether the revolution in selling works in the form of NFT or in a conventional way affects popularity in the aesthetic perception of works. Based on data collected from people's answers, people assume that works in the form of NFT have advantages in the digital realm, for example making it easier for buyers to have NFT products online only and can take advantage of works on other digital devices. In addition, it is considered to have an advantage in the ownership rights of well-structured works.

4.3.2.3. The Popularity of NFT Works is Influenced by the Aesthetic of the Artwork

If we look at the examples of popular works above, some people think that the selection of popular works is influenced by their aesthetic value. The results of previous research by Jeffri in Chai, Peng, & Yu (2016) in expressing the view that if a work of art is very artistic, then the price must be high. The results of the study do support this because people think that the level of aesthetics correlates with the high selling price of a product. The aesthetics of the work is different with a "unique" feel. Because aesthetics is seen based on formal considerations of scientific beauty, the "unique" taste does not require these considerations. Instincts arise when seeing something that stirs the heart and heart of an art observer.

4.3.2.4. The Popularity of NFT Artworks is Determined by the Context

Several contexts influence the popularity of NFT's work according to public perception, including: (1) the situation of the economy and creativity industry which has begun to shift to the digital realm. This can be seen when the COVID-19 pandemic which is rampant throughout the world, has made the shift in sales that were initially done more conventionally into a digital

way, one of which is through NFT or crypto art sales transactions. (2) Trends that are deliberately raised and published massively, so that many people follow. One example is the cryptopunk collection. The public sees the same condition in Ghozali's everyday collections that dominate the country's popularity, (3) The story behind the creation of NFT works, some products that appear in the community are also raised through stories that strengthen the meaning and value of an NFT artwork. For example, with Ghozali's every day, there is a story that describes the daily portrait of a teenager named Ghozali.

Based on the aesthetic view and public perception, several things can be discussed, namely firstly if you look at the results of the public's view of NFT in Indonesia, the majority of people are not very familiar with NFT and NFT works, even though the form of selling NFT has advantages that are beneficial in terms of ownership. art products and the ease of selling a work of art. However, many people think twice about buying NFT works at a high price, even though they are interested in these works. Dewi (2022) stated that four things encourage people to buy NFT works, including (1) getting profit, of the 1,318 people who participated in the survey, 64.3% said that the main reason they bought NFT was to make money, (2) Long NFT for flexing in the community, a strong community is one of the most significant advantages of NFT projects because active people can be the basis for the success of the project by building buzz and attracting new people, which means you are investing in something that can bring long term long. (3) love of art, or so to say an art collector, and (4) NFT for access to games, one of the main benefits of NFT is the value that comes with it. Often in the form of membership rights that give you access to the creator's project and the benefits that come with it, be it games, tools, or other forms. From the findings above, it is confirmed that most of the NFTs are intended for people who have goals from the four things above. This can be seen from the results of the views of the people in this study that the Indonesian people recognize the advantages of NFT but their interest in buying or owning NFT works is not so prominent.

5. CONCLUSION

Based on the data presentation and discussion above, it can be concluded that; (1) Aesthetic analysis of the popular works of NFT Opensea Marketplace, the forms in popular works of NFT have similarities in character selection, image object selection, theme selection, and use value. Meanwhile, in analyzing the public's perception of the popular works of the NFT Opensea marketplace, it is influenced by several things; (1) People's views on how "unique" is, (2) influenced by the medium of introduction, (3) the popularity of the work is influenced by its aesthetic value, and (4) the popularity of NFT artworks is determined by the context. Through this research, the author hopes to provide an overview of

views on aesthetics and views of people's perceptions of popular works, and can be used as references in similar research.

AUTHORS' CONTRIBUTIONS

Ruth Ardianti (RA), Ely Andra Widharta (EAW). In writing this paper, RA plays a role in coordinating all activities in compiling data and analyzing research data. EAW plays a role in reducing research data and assisting in data presentation. RA and EAW jointly verify data and compile research results.

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