

Ambient Media to Improve Catur Insan Cendekia University Brand Awareness

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Abstract

Catur Insan Cendekia University (UCIC) is a university located in Cirebon. Compared to other universities in Cirebon that were already established first, UCIC still has low brand awareness mainly among the high school student. To improve it, a lot of promotion activities has been done especially before and after high school graduation. Thanks to those activities, the amount of new students increased. But, UCIC still needs a new strategy for promotion which is better and can boost brand awareness. This research will design ambient advertisement as additional promotion media. Ambient media is chosen because it is unique and can use media or places which are close to the target audience. This strategy also hasn't been done by the other universities. This ambient advertisement will take inspiration from "Digital Network Connection", which will show how this college can make the students connected to each other.

Keywords: Ambient Media, Brand Awareness, College



1. Introduction

The private university is known for creating promotion strategies more innovatively. The competition for engaging new students is absolutely strict, due to the fact that new students choose the same majors. It means that it is needed to find out the characteristics of its universities as the first way to increase brand awareness to the new students[1].

In addition, the existence of competitors of universities make new students consider which major will be selected. During the process, brand awareness of university affects more than we expected. The positive perspectives of university are going to create and engage new students to select[2].

Catur Insan Cendekia University (UCIC) is a university located in Cirebon. It is one of colleges in Cirebon that has university status along Gunung Jati University (UGJ), Muhammadiyah Cirebon University (UMC), Nahdlatul Ulama University (UNU), Tujuh Belas Agustus University (UNTAG). But, among them UCIC is the newest one as a university. Four years at university, lots of improvements both from the major and the amount of students. Despite improvement, UCIC has problems with brand awareness among the public, especially the main target, high schoolers. Based on research, 82% of 50 high schoolers say they didn't know about UCIC. Interviews with marketing division staff also bring the same fact. He said, when promotion activities were held there were many high school students who didn't know UCIC. 96,6% of 58 students, lecturers, and staff of UCIC had experienced moments or incidents where other people didn't know where they were studying or working.

Advertising is used to innovate and create ideas to grab attention from new students[3]. UCIC has made various marketing endeavors to introduce and attract high school students to enroll at UCIC. These include promotions on digital platforms such as Instagram and the website, also promotion with prints for events like distributing brochures, using x-banners, banners, and billboard ads. Additionally, UCIC frequently visits schools to conduct promotional activities and often responds to invitations to attend university fairs held by schools. In the current development of UCIC, the need for a strategy to increase its recognition as a higher education institution in Cirebon by the public remains essential. This issue is the focal point of this research to raise UCIC's brand awareness among the Cirebon community, especially targeting students who are the primary target market. Furthermore, Every company should be able to make a proper strategy and can make a plan to compete in the present and in the future. The company is one of the keys to achieving the vision and mission of the company[4]. The implementation of strategies used to reflect the vision and mission carried out by both the company and the campus, one suitable promotional strategy for UCIC's current situation is to utilize ambient media.

Ambient media is used to publicity-grabbing events to create awareness by media and marketing materials[5]. In addition, ambient media increases engagement for advertising[6]. It means that ambient media is a form of promotional strategy that utilizes objects or elements in the consumer's surroundings to convey the intended message directly. This strategy is appropriate to implement because it has not been utilized by other universities in Cirebon. Therefore, UCIC has the opportunity to capture more attention from consumers as this strategy remains unexplored by its competitors. By incorporating ambient media in their marketing efforts, UCIC can create unique and memorable promotional experiences for the public. This innovative approach may include creative installations, interactive displays, or utilizing public spaces to showcase UCIC's identity and offerings. Such unconventional methods have the potential to attract curiosity and generate word-of-mouth promotion, ultimately enhancing UCIC's brand awareness or recognition in the community. Media is a tool, means, intermediary and liaison to spread, carry or convey a message and ideas to the recipient. It is hoped that the design of ambient media can convey messages to the audience more interestingly[7].

There were some scholars investigating the effectiveness of ambient media for advertising [5], [6], [8], [9], [10]. Those studies were carried out to discover the use of ambient media to increase the engagement in advertising. Those involved there were positive perspectives from the use of ambient media to increasing the marketing area. It means that the ambient media could assist the engagement for the advertising. Therefore, this present study would discover the effectiveness of ambient media for UCIC to increase this university's brand

awareness. The research question explored in this study was: how is the concept of ambient media to improve UCIC's brand awareness?

2. Research Method

2.1 Design Method

The design method used by the author is the design method found in the book "Ambient Media Advertising: Concept, Message Strategy, and Implementation" by Bambang Sukma Wijaya, namely the Ambient Creation Model (ACM)[11].

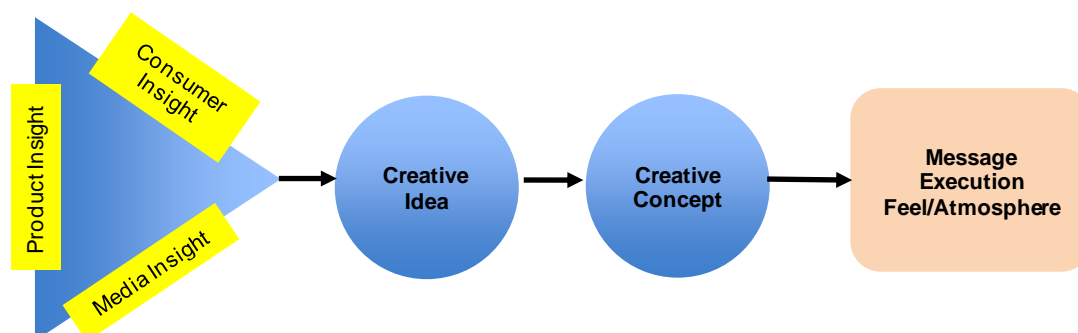


Figure 1. Ambient Creation Model Design Method

This methods consist of four step :

1. The concept of the insight triangle
It serves as the initial stage in designing an ambient media campaign. It consists of three key components: Product Insight, Consumer Insight, and Medium Insight.
 - Product insight: It is involves gaining direct insights from the product that is being promoted, such as its specifications or unique features. It used for looking the most potential value.
 - Consumer insight: It is derived from the experiences, perspectives, and behaviors of the target audience.
 - Medium insight: It used for the understanding obtained from the chosen media or location for the ambient media campaign. It involves recognizing the characteristics, context, and dynamics of the selected medium to ensure that the message effectively reaches the intended audience in a contextually appropriate and impactful manner.
2. Creative Idea
After getting data from insight triangle and analyse all of the potential things, then move to creative idea stage. In this stage we can get several ideas and messages for the ambient media. From each insight, a lot of ideas can be made. But at last, only one can be chosen.
3. Creative Concept
Brand creation is a crucial marketing strategy[12]. Brand creation is one of the efforts made by creating creative concepts in the form of Then the chosen ideas that suitable will be developed to concept in creative concept stage. In this stage, what kind of visual, shape, style, words, or materials will be considered.
4. Message Execution Feel/ Atmosphere
Finally, after the concept matured, the ambient media can start to be made. This stage will make the message become real and can be feel directly. It will determine whether the concept successfully conveys the message.

2.2 Data Collecting Method

Data collecting is mainly done for the insight triangle stage. For this, author used three methods:

- a. **Observation**
It used to collect data through coming and looking at the place where the problem held. In this case is the UCIC campus and high schools which held university day events. It is a moment where high school give permission for colleges doing socialization to promote. Observation also used to look for many considerations about medium insight and where ambient media can be placed[13].
- b. **Interview**
It used to dig deeper information from UCIC marketing staff about what obstacles and fact about UCIC brand awareness among high schooler. Researcher also interviewed several high schooler , so the result can be more in depth. From this step both product insight and consumer insight can be collected and analyzed[14].
- c. **Documentation Study**
This method is used for analyze data that has been provided by marketing staff. The document such as amount of applicant each year and promotion tools which used before.

2.2 Literature Review

a. Advertisement

According to Lukitaningsih advertising is described as “an activity used by an individual or a group of people to influence or direct the thought of others toward a specific objective, using specific media”. Advertisement is carried out to fulfill the brand's need to establish an image and shape consumer perceptions according to the brand's desired outcome, aimed at achieving specific brand objectives[15], [16]. The brand's objectives go beyond mere sales and can include purposes such as brand awareness, serving as a consumer reminder, or encouraging consumers to engage in specific activities.

b. Promotion

Kriyantono explains that, "Not all promotional activities are advertising. Promotion is a broader activity than advertising. Promotion involves all activities to introduce products, individuals, or organizations to the public. Promotion can be seen as activities that communicate marketing messages. Advertising is one of the promotional tools. There are several other promotional tools, such as sales promotion, personal selling, publicity, merchandising, direct mail, and exhibitions"[17], [18]. Promotion and advertising are different. Advertising is a part of promotion, while promotion takes various forms beyond advertising, meaning promotion does not necessarily take the form of advertising. The essence of promotion and advertising is the same; both aim to influence consumers through the messages they convey. As stated by Mulyana in the journal 'Strategies of Promotion and Communication,' marketing communication or promotion is the process of conveying beneficial information about a company or product to influence potential buyers"[19].

c. Brand Awareness

Zia et al explain that, " The awareness of the brand concerns how consumers connect with the specific product they want to receive. Brand awareness is essential or critical to the process of interaction (communicating with others), i.e. a high level of understanding"[20]. Brand awareness speaks about the connection and relationship between consumers and a brand. Brand awareness is essential for a sustainable mutual interaction. Having high brand awareness, a brand can engage in deeper interactions with consumers and achieve its advertising and promotional goals more easily.

According to Aaker, there are 4 levels in the brand awareness pyramid, namely from the lowest Unaware of Brand (not recognizing the brand at all), Brand recognition (can remember

the brand with the help of the characteristics of the brand), Brand Recall (the brand can be remembered without the help of the characteristics of the brand), and the highest is Top of Mind (the brand immediately comes to mind when given a question or stimulus related to the topic). To achieve Top of Mind, consumers must be reminded continuously so that they can be remembered and not replaced by similar brands[21]. Ambient media design that is carried out as an effort in brand awareness to get memorable oleh audience.

d. Ambient Media

Wijaya said, ambient media can be defined as "a form of advertising that optimizes the context of the medium, the audience, and the product or brand, creating a specific atmosphere and essence that can synergize the delivery and proof of the message through the direct experience of the consumer audience with the message"[22]. The advantages that ambient media ads is can create specific atmosphere and sensation during message delivery. Audience can have direct experience of the message. The success of message delivery through ambient media depends on the understanding of the product, the audience, and the medium (insight triangle)[23].

Ambient is an advertising message that is embedded in objects that are often encountered in everyday life. Ambient media can be classified as non-traditional communication media (information transfer) and innovative[24]. The resulting communication has its own pattern of influence and interaction with its users. The quality of this interaction is not possessed by all communication media and can result in the message not being conveyed properly. This is because current media emphasizes interaction (e.g. social media) but does not provide direct experience. Providing this direct experience is an advantage of ambient media. As said by Kramer et al that the ability of media to be able to involve users in socio-cultural activities voluntarily and provide experiences is important[25].

3. Findings

Based on interview with UCIC marketing staff, campus promotion activities reach out to the Cirebon, Indramayu, Majalengka and Kuningan area. UCIC was always introduced as a technology based university. This is because lecture activities or campus administration are digitally organized. UCIC has majors which are not owned by other campuses, Visual Communication Design in undergraduate program and Business Management in vocational program. In addition, UCIC was also introduced as a university with affordable tuition fees compared to other universities.

Based on deep interviews with high school students, they have perceptions about being college students. From their point of view, college students are busy with public based activities like KKN (Community Service Program), internship, Teaching Practice (PPL) and other social activities based on community service. Those activities make them active and cooperate with each other. They also think that college life is the time to develop themselves and seek out the widest possible network of friends.

The media mainly used to promote the campus consists of 2 types, online media (instagram and tik tok) and printed media (flyers, brochure, banner, billboard ads, and merchandise). Social media focused on giving detailed information about majors in UCIC and making emotional connections with followers (student and student candidates) (figure 3). Meanwhile the printed media focused on giving general information about majors that are available in UCIC (figure 2).



Figure 2. UCIC printed edia



Figure 3. UCIC Instagram Content

Based on observations which were done in several places, there were places that high school students always passed by or often gathered. This is done for collecting several option

places or mediums that can be used for ambient media. They were streets, traffic lights, public transportation stops near school, and public parks.

3.1 Data Analysis

Based on research and data which analyzed in insight triangle concept stage, these are the result :

a. Product insight

UCIC is a college with a focus on technopreneurship and a campus oriented towards technology and business, where all learning and administrative activities are digitally-based in line with its vision and mission. UCIC offers two unique study programs, namely Visual Communication Design (DKV) and Management of Business (MB), which are only available at UCIC. These are the most potential things about UCIC.

b. Consumer Insight

Based on interviews with high school students, they have certain thoughts about being college students. Mainly about being active in community and social based activities. These activities made them active and cooperate with each other. This way, they can make more wider connections.

c. Medium Insight

The place that high school students spend all of their time is their own school. Since the majority of their daytime is spent at school, they arrive in the morning and leave in the afternoon, just before evening. Beside their school, they also used public space like a park close to their school to hang out with friends. One of the public spaces is Kejaksan Square. It is located in the center of the city beside At Taqwa Mosque and close to schools (middle schools, high schools, elementary schools). Besides that, student and townsfolk like to gather there in weekend.

From the analysis conducted, it can be concluded that UCIC is a university with a strong focus on technology-based learning and administration, which is highly relevant in the current digital era. As a university, UCIC caters to students who recognize the importance of being active, sociable, and collaborative in their university life, aiming to contribute positively to society. Additionally, the primary consumers of UCIC, the students, spend a significant amount of time in their school environment and outside space like park, making it a central and frequently visited location for them every day. Based on it, the message can be focused to how UCIC as technology based campus can help students to be more sociable and connected to each other so collaboration can be happen.

3.1.2 Creative Idea

Based on product, consumer, and medium insight several ideas came to mind. Below was optional ideas based on each insight:

Table 1. Creative ideas

| No | Insight | Idea |
|----|--|--|
| 1 | Product Insight : UCIC is technology based college | Make something technology based (like touch screen) and put it on the street |
| 2 | Consumer Insight : University student is time to be active and connected with a lot of people with different background to make collaboration happen | Make something similar like connected chain/ network |
| 3 | Medium Insight: Park is another place where students like to hang out outside school. | Put the ambient media in this place so they can try it with their friends |

Based on those table, ideas number 2 and number 3 seem can be mixed. So it's decided to combined.

3.2 Research Implementation



Figure 4. Digital Connection Network Reference

This step includes in Creative Concept stage. The author plans to create an ambient media ads called "Connecting Chairs", the reference is shown in figure 4. The concept of this ambient media is to create an illusion that people who sit on these chairs are digitally connected, symbolizing collaboration among individuals. The chairs will be designed in a way that resembles digital network topology, evoking the feeling that people are part of a connected community, especially those who are UCIC graduates in fields like design, programming, and others. The concept is inspired by the insight from high school students who believe that university life is a time to build relationships and collaborate with others.

This ambient media campaign aims to create a sense of unity and collaboration among individuals who use these chairs. By using creative chair designs resembling digital connections, the campaign intends to promote the idea of cooperation and teamwork, aligning with the technopreneurship and technology-oriented vision of UCIC. This unique approach of ambient media would catch the attention of the target audience and convey the message of the benefits of studying at UCIC, where graduates can be a part of a connected and collaborative community that fosters growth and opportunities in various fields.

3.3 Visual Message

Visual is a series of processes of delivering information or messages to other parties with the use of imaging media that is read only by the sense of sight. Visual communication combines art, symbols, typography, drawings, graphic design, illustrations, and colors in its deliver[26].

The design visual style of this ambient media will adhere to UCIC's existing branding identity, incorporating the distinctive colors associated with UCIC. By using UCIC's signature colors in the chair design and overall ambient media display (figure 5), the campaign will maintain visual consistency with the university's brand. This consistency is crucial in reinforcing brand recognition and creating a cohesive image of UCIC in the minds of the target audience.



Figure 5. UCIC's Logo and Colour Palette

3.4 Copywriting

The ambient media this time also doesn't have copywriting but still displays the UCIC logo on each seat. As well as a board that reads "Connected" which symbolizes that it is already connected and on it is each professional graduate from each UCIC study program, for example the designer representing the DKV department.

3.5 Result



Figure 6. Kejaksan Square's Gate Cirebon

Result is included in the Execution stage. Figure 6 is a portrait of the Kejaksan Square gate which will be used as the ambient media "Connecting Chairs". This place is taken because in the gate there are often many people sitting alone or together, so this place is very suitable to be used as an ambient media "Connecting Chairs". And the place is often crowded with lots of people both during the weekend and at night. It is not uncommon to find many teenagers sitting in the square. Because of the shape of the gate, a cushion with synthetic leather will be used (figure 7). It is also durable of heat or rain and easy to disassemble (in case the ambient media will be placed in another place). For the "connection" line, LED string light (figure 8) and pvc pipe that is painted blue (figure 9) will be used.



Figure 7. Cushion for display



Figure 8. LED String Light



Figure 9. PVC pipe

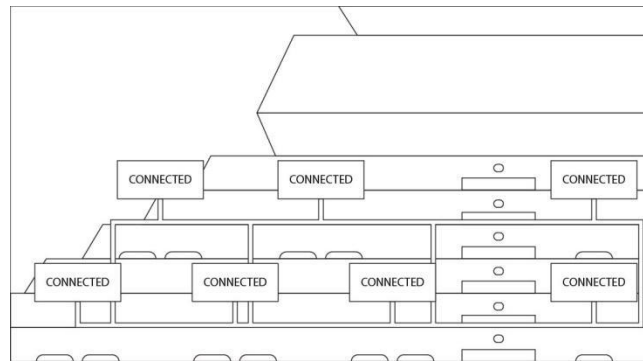


Figure10. Connecting Chairs Sketch

Figure 10 is the first sketch of the shape of the ambient media "Connecting Chairs" with chairs mounted on the Cirebon attorney square seat made in such a way as to appear to create a connection effect between one chair and another with a board that says "Connected" behind the chair.



Figure 11. Chair Board Sketch

Figure 11 is the form of content contained on the board that will be installed behind the chair, which indicates that the person sitting in the chair is connected to the person sitting in the other chair with a different professional status. The design element also adapted to visual element that exist in other promotional media.



Figure 12. Final Design of Chair Board

Figure 12 is the final design of the board that suggests being connected to one another, by building an atmosphere as if those sitting have the profession listed on the board and are connected from one profession to another.



Figure 13. Connecting Chair Mock Up

Figure 13 is digital visualization (mock up) of the ambient media from the connecting chairs placed at the gate of the Kejaksaan Square. The blue line direction changed from the sketch to make “network” feel much better.

4. Conclusion

In designing ambient media for UCIC, the authors went through various stages, namely the stages of data collection through observation, interviews and documentation studies that the authors obtained from UCIC and then the authors entered into the method of designing models for creating ambient with analysis from product insight, consumer insight and medium insight. Then the writer looks for ideas about ambient media and lowers them into the concept of ambient media and the concept of visual and non-visual messages. Based on these stages, an ambient media is produced, namely "Connecting Chair" which is planned to be implemented in the Kejaksaan Park of Cirebon. It is made in such a way as to create an atmosphere as if the audience is connected with others.

After the execution stage and ambient media get tested in college stairs of UCIC, there are several improvements that can be done. First is the pipe material, it can be replaced with the transparent one. The LED string light can be better if it is colored blue. So the lamp can be placed inside the pipe. It will protect the lamp from rain or get stepped on. The chair/ cushion positions can be made closer together. So the “connection line” can be made more and looked like the network connection. The board design can be made better such as adding some illustrations which represent the profession.

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