



Social Media Affect on Contemporary Design for Architect and Client via Instagram Sites

Imam Baihaqi Kosasih *, Muhammad Abdul Gahar Sangaras

Departemen Teknik Arsitektur, Universitas Komputer Indonesia

Email: * imam.10421705@mahasiswa.unikom.ac.id

Abstract. The development of information technology, especially social media, not only has an impact on changing the behavior of its users, but also brings changes in various fields. The high intensity of human activity on social media can no doubt change the lifestyle of its users, including influencing the design of their dwellings. This phenomenon is expected to be used especially for architects to open up new opportunities in getting their clients. This study uses a qualitative method with a library research approach. This study displays scientific reasoning related to the development of social media which can have an impact on changes in work process patterns and the final result of a contemporary design work in the world of architecture. Like a client's request who plans a contemporary residential design following trends on social media, one of which is Instagram. Instagram is the third most used social media platform in the world. This is very effective for architects and prospective clients by utilizing social media to see references to the design of the building they want to plan. It is certain that the rapid development of social media information technology, especially Instagram, can affect the world of residential design.

Keywords: Social Media Analysis, Instagram, Architecture

1. Introduction

Social media is an online platform used to build social relationships or social networks with other people who tend to have the same interests, activities, backgrounds, or real-life connections. For young people, social networks have a significant impact on their daily lives. So it can be ascertained that social networking has become a part of people's lives [1]. Basically social media is a term used to describe interactions between individuals or groups where they share, share, and exchange ideas, in the form of images, videos, and more via the internet in virtual communities. [2]. Social networking sites can also be used to network efficiently. For professionals, social networks can be an invaluable tool. With social media platforms helping young professionals to market their skills and find business opportunities [3].

One of the most popular social networking platforms in the world is Instagram. This platform makes visual objects in the form of images or videos as a means of communication

that is shared among its users. In Asia Pacific, Indonesia is the largest Instagram user with 45 million active users or 6.5% of all Instagram users worldwide [4]. This phenomenon makes professions or entrepreneurs who rely on visuals for their products make Instagram accounts as a showcase for their products or works that can be exhibited as a form of promotion. This is in accordance with the profession of an architect who makes his design drawings as visual objects on display. Architectural consulting bureaus use Instagram social media as a means to share their design process, such as sharing stories during the design analysis process to the results of drawings or visual design videos, to monitoring visits to the design site. Based on this, the problem formulated from this research is the extent to which social media influence Instagram on contemporary designs for architects and their clients [5-7].

The purpose of this research is to present scientific reasoning related to the development of social media which can have an impact on changes in work process patterns and the final result of a contemporary design work in the world of architecture for architects and their clients. This study uses a qualitative method with a library research approach.

2. Method

This research uses a qualitative method with a library research approach.

2.1. Types of research

Library research utilizes library resources to obtain research data without the need for field research. In this study, the emphasis is on library research for the reason that library research is a preliminary research that is used to understand more deeply the new phenomena that are developing in the field or in society. (Mestika Zed, 2014:2).

This research will display scientific reasoning related to the development of social media that can have an impact on changing the pattern of work processes and the final result of a contemporary design work in the world of architecture for architects and their clients, based on the results of literature reviews and the results of researchers' thoughts. This type of research is supported by data obtained from research journals, textbooks, and so on. These library materials were discussed critically to support this research.

2.2. Data Source

According Ralston and Reilly dalam Ati, Sri, Nurdien H. Kistanto (2013), data is defined as facts that are said to be the result of observations of phenomena. Data can be in the form of text or images. The data is obtained from a source called the data source.

The data sources used in this study are mostly through social media such as Instagram. Seeing the phenomenon that Indonesia is the largest user of Instagram social media in Asia Pacific, gave rise to the idea of conducting this research.

2.3. Data Collection Technique

The data collection technique used in this research is to search, read and record information information and collect library sources in the form of scientific journals and Instagram social media web which are published important to strengthen the discussion considering that this research uses library research.

2.4. Data Analysis

Data analysis aims to organize data in a meaningful way so that it can be understood (Syafizal Helmi Situmorang, 2010:9). In this method, qualitative data analysis is carried out in the form of observation of data literature. The stages of the data analysis method carried out are identifying data, comparing, compiling data, and organizing data according to classification objectives, and drawing conclusions.

3. Results and Discussion

The development of information technology, especially social media, not only has an impact on changing the behavior of its users, but also brings changes in various fields. The high intensity of human activity on social media can change the lifestyle of its users, including affecting their design. One of the most popular social networking platforms in the world is Instagram. Since 2010, Instagram with more than 500 million users is a social media-based social network that is increasing in popularity (A. Jackson, 2017 Dalam Bulan Cahya Sakti, Much Yulianto 2017). In Asia Pacific, Indonesia is the largest Instagram user with 45 million active users or 6.5% of all Instagram users worldwide [4].

The Instagram platform makes visual objects in the form of images or videos as a means of communication that is shared among its users. But in its development, Instagram no longer only contains personal moments from the content uploaded by its users, but also becomes educative, informative, and can interact buying and selling. This phenomenon makes professions or entrepreneurs who rely on visuals for their products make Instagram accounts as a showcase for their products or works that can be exhibited as a form of promotion. One of them is the profession of Architect.

This is in accordance with the profession of an architect who makes his design drawings as visual objects on display. Architects use this platform to share their visual products such as renderings in the form of schematic concept design drawings, 3D exterior and interior as well as photos of designs that have been built. Architectural consulting bureaus use Instagram social media as a means to share their design process, such as sharing stories during the design analysis process to the results of drawings or visual design videos, to monitoring visits to the design site.

Along with the rapid flow of globalization, now Indonesian people, especially the younger generation, tend to have a western label or lifestyle. Of course this has resulted in changes in various areas of life, including affecting the design of their dwellings. Based on the architectural view, today's housing is focused on the principles of modern architecture. Modern residential homes are now in great demand by the younger generation, because they offer homes that look simple, comfortable and more contemporary. In contemporary residential designs, it does not have to make the house look very luxurious with expensive ornaments, but is designed according to its function with the use of natural materials. Seeing the beauty of architecture today is actually not only limited to outward appearance, but also must be able to be felt by the social and natural environment around it. This is the side of the unique beauty of modern architecture with this contemporary design.

This research is a qualitative research with a library research approach, the data collection of this research uses an analytical method by comparing Instagram social media accounts from 4 (four) architect accounts and architect bureaus, each of which has different characteristics. Among them are Zurnalis with an account @zurnalisarchitect, Aaksen with an account @aaksenstudio, Akanoma with an account @akanoma.studio, and Tukang Bangun with an account @tukangbangun.id. Comparison based on content in the form of visual product content, interaction with followers and impact on architects and prospective clients.

3.1. Contemporary Narrative Content

On account @zurnalisarchitect which currently has 67.900 followers (see Figure 1), an architect named Zurnalis on his Instagram account produces content that is dominated by educative information about the world of architecture. Some examples of shared content such as explanations about sloof, bedroom layouts, and much more. Thanks to the consistency of producing narrative content around the world of architecture, this account has characteristics that look interesting. The hallmark of narrative content creation like this attracts followers to interact between other Instagram users and the architect himself. This is directly proportional to the number of followers of this account, which amounts to almost 70.000 followers. Response analysis of 100 sample posts shared, shows an average response of 2,605 followers. These results illustrate the enthusiasm of users for narrative content containing the latest knowledge topics, which can attract the curiosity and attention of Instagram.

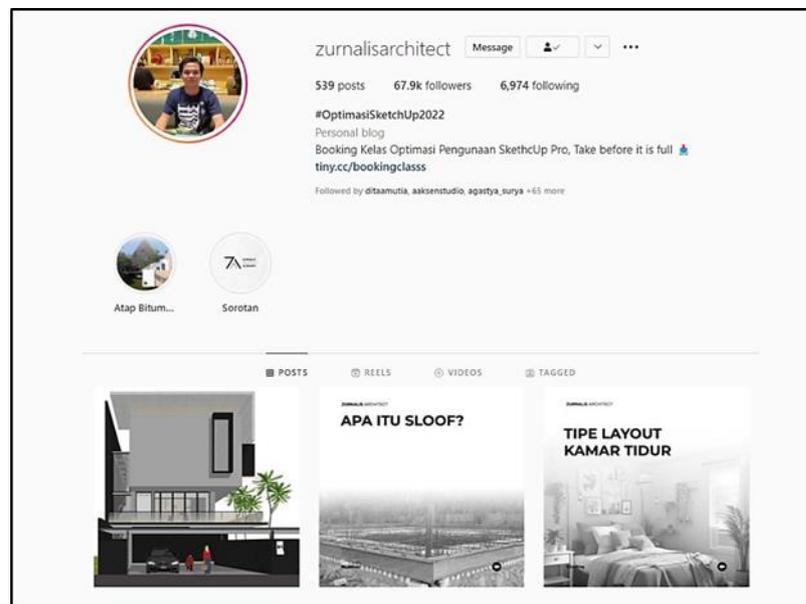


Figure 1. The Main Page Instagram Account @zurnalisarchitect
(Source: <https://www.instagram.com/zurnalisarchitect/>)

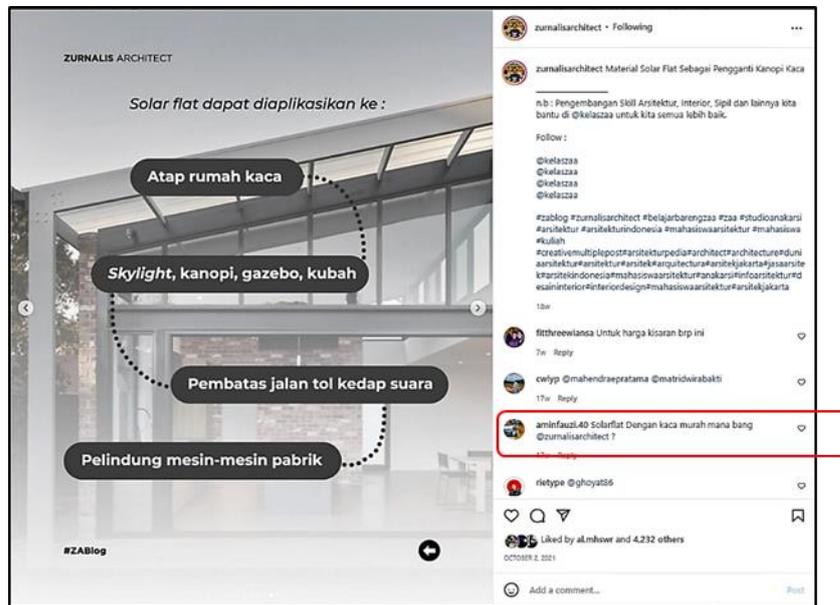


Figure 2. One of The Posts On Instagram Account @zurnalisarchitect
(Source: <https://www.instagram.com/p/CUhZxO-POOC/>)

Seen in the post with the topic Solarflat in Figure 2, it became an interesting conversation from one of the users in the comments column. From account @aminfauzi.40 “Solarflat dengan kaca murah mana bang @zurnalisarchitect?”. From these questions, it appears that the topic is interesting to be discussed further. It is also very useful for potential clients who are looking for the contemporary residential design they dream of.

3.2. Schematic Design Content

On account @aaksenstudio which currently has 35.700 followers (see Figure 3), one of the leading architectural bureaus in Jakarta-Bandung, on its Instagram account produces content dominated by 3D schematic images that visually depict the design of the building. Of course, this method can help users or potential clients in imagining the desired design results.

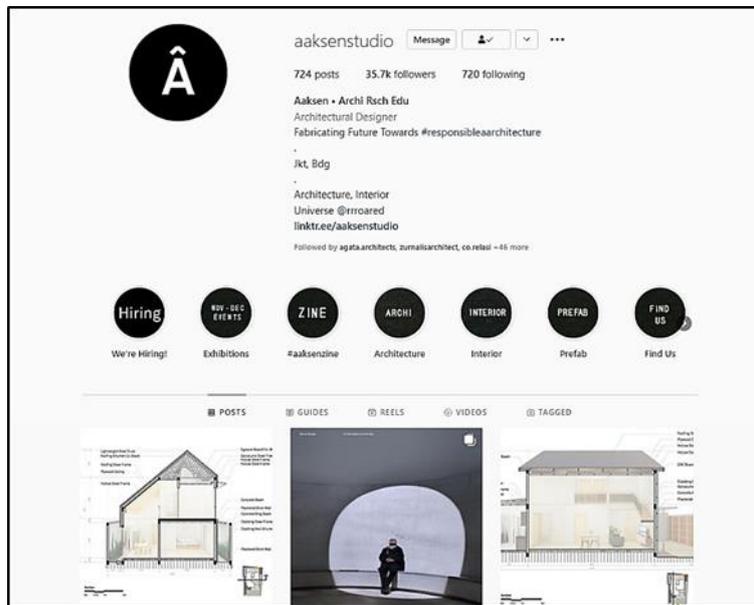


Figure 1. The Main Page Instagram Account @aaksenstudio
(Source: <https://www.instagram.com/aaksenstudio/>)

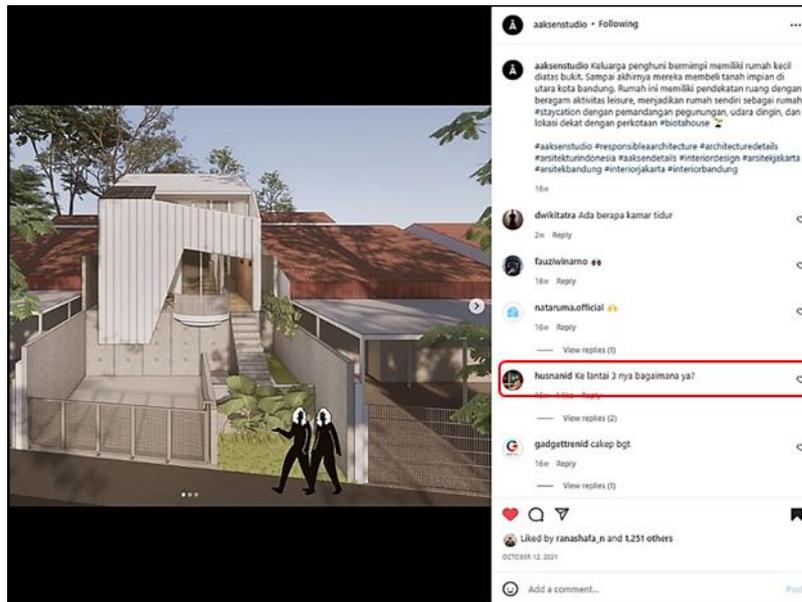


Figure 4. One of The Posts On Instagram Account @aaksenstudio
(Source: <https://www.instagram.com/p/CU7INNzPHdU/>)

The post above in Figure 4 shows a visual content that is the result of an illustration of a dream house design that is simple but still looks contemporary. This post has been liked by 1,251 users, supported by one of the interesting comments made from the account @husnanid “Ke lantai 3 nya bagaimana ya?”. This identifies that 3D schematic design content can arouse curiosity and can help users or prospective clients in imagining the desired design results.

3.3. Unique Concept Design Content

On account @akanoma.studio which currently has 26.700 followers (see Figure 5), one of the leading architectural bureaus in Bandung, on its Instagram account produces content dominated by conceptually unique design work. The architectural bureau is headed by Yu Sing, an Indonesian architect who is famous for his unique works based on the use of minimalist and environmentally friendly materials.

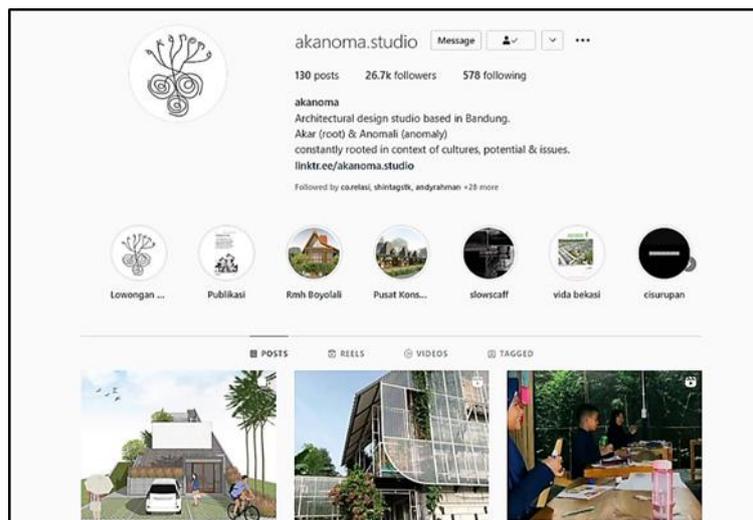


Figure 5. The Main Page Instagram Account @akanoma.studio (Source: <https://www.instagram.com/akanoma.studio/>)

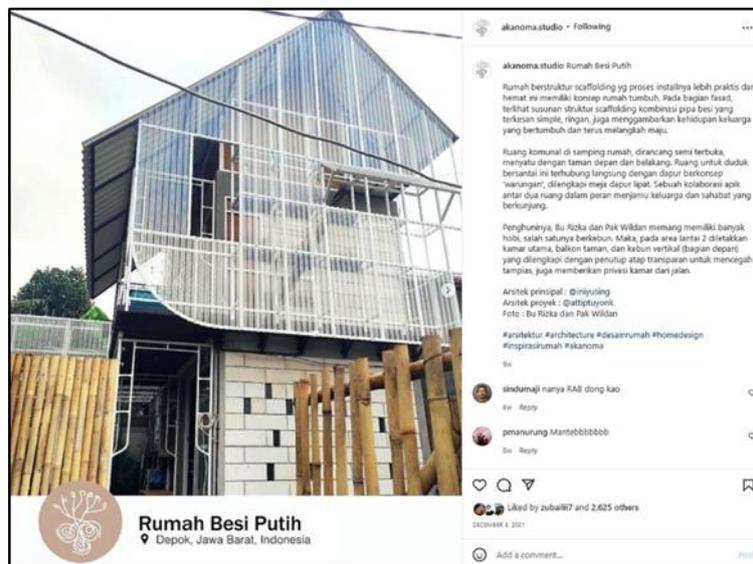


Figure 6. One of The Posts On Instagram Account @akanoma.studio (Source: https://www.instagram.com/p/CXA_IUnPbLi/)

The post above in Figure 6, is one of the unique works that was built. The unique part of this design lies in its structure using a scaffolding frame which is claimed to be a more practical

and economical installation process. Looks simple design but applies the concept of a visionary growing house. Thanks to its uniqueness, the post has been responded to by 2,625 likes by other Instagram users. And supported by one of the interesting comments expressed from the account @pmanurung “Mantebbbbbb”. This supports that unique concept design content can attract the attention and admiration of users or potential clients who can inspire contemporary residential designs.

3.4. Build Process Content

On account @tukangbangun.id which currently has 40.100 followers (see Figure 7), one of the contractor bureaus that also receives design services, in its Instagram account produces content that is dominated by works in the form of documentation of the design process that is being built. This explains that this bureau based in Central Java has works that have been built successfully.

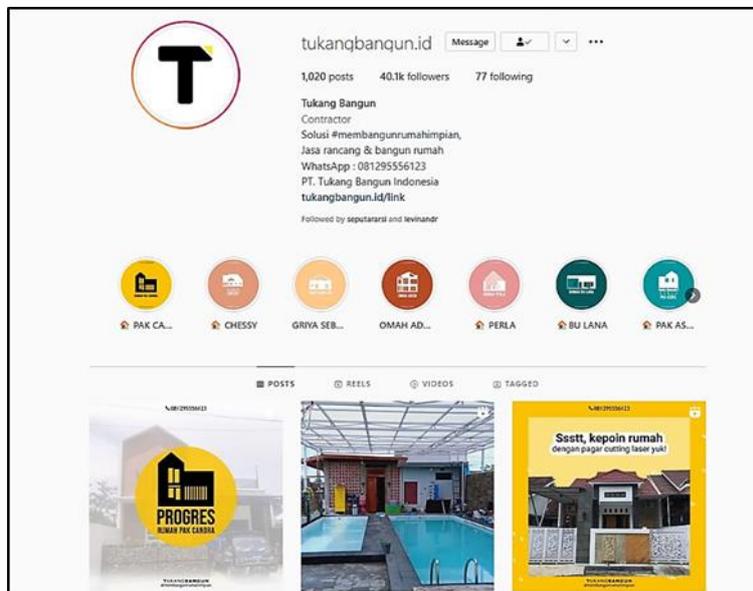


Figure 7. The Main Page Instagram Account @tukangbangun.id (Source: <https://www.instagram.com/tukangbangun.id/>)

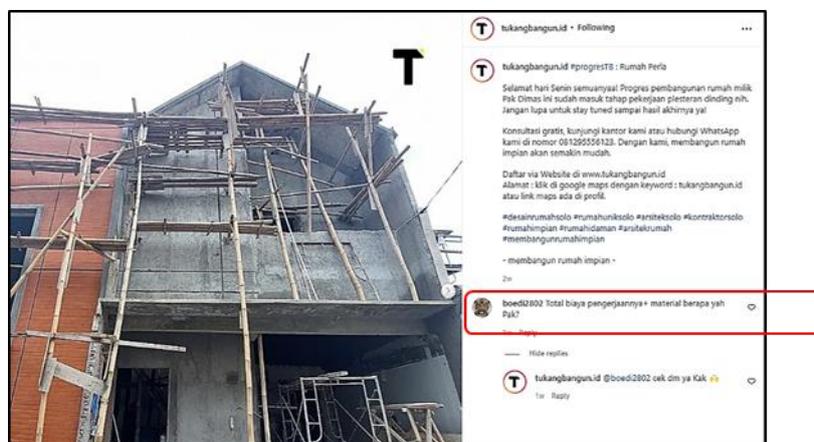


Figure 8. One of The Posts On Instagram Account @ tukangbangun.id (Source: <https://www.instagram.com/p/CZGNmtlvqt/>)

Figure 8 above is a picture of the work being built. The documentation explains that this bureau has succeeded in having the works built with good supervision according to design. Quoted from one of the interesting comments asked from the account @boedi2802 “Total biaya pengerjaannya+ material berapa yah Pak?”. This comment can be said to be a response to interest in the building being built, how much funding is needed in the post. This can create an impression of professionalism and high trust in potential users of architectural services or clients.

Table 1. Content Comparison Results Analysis.

| ANALYSIS | CASE STUDY | | | |
|---------------------------------------|---|---|--|--|
| | @zurnalisarchitect | @aaksenstudio | @akanoma.studio | @tukangbangun.id |
| Content Character | Contemporary Narrative Design | Schematic Visual Design | Unique Concept Design | Build Process Content |
| Number of Followers | 67.900 | 35.700 | 26.700 | 40.100 |
| Followers Response | Interaction of architectural topic discussion | Interaction of attraction to visual works | Interaction of attraction to unique concepts | Interaction discussion of attraction in the development process |
| Benefits for Architects | Informative and professional educational tool | Means of sharing and communicating the creation | A means of sharing and educating the results of the concept that was built | Professional and means of sharing, discussing information |
| Benefits for Client /Followers | New knowledge and source of inspiration around architecture | A source of inspiration for architecture and design illustrations | New knowledge and source of inspiration around architecture | A source of inspiration about architecture, professional beliefs |

In table 1 above, the results of the comparative analysis of the four Instagram social media accounts based on content, response, benefits for architects and clients show the account @zurnalisarchitect produce contemporary, educative narrative designs, account @aaksenstudio produce attractive schematic visual design work, account @akanoma.studio produce design work with a unique concept, account @tukangbangun.id produce inspiring design works and documentation of the development process.

4. Conclusion

Social media Instagram is one of the largest mediums that has excellent features in the form of images as works that are shared or exhibited. This is in harmony for architects to share their work in a visual form as a form of promotion. The characteristics of the content on the account of an architect or a bureau in the field of architecture or contractors produce their own unique characteristics. Contemporary and interactive design content will attract the attention of users or followers who have the potential to become clients who are looking for references to the design of the building they want to plan. So it is certain that the rapid development of social media information technology especially Instagram, can affect the world of residential design.

References

- [1] Akram, W., & Kumar, R. (2017). A study on positive and negative effects of social media on society. *International Journal of Computer Sciences and Engineering*, 5(10), 351-354.
- [2] Shafer, S., Johnson, M. B., Thomas, R. B., Johnson, P. T., & Fishman, E. K. (2018). Instagram as a vehicle for education: what radiology educators need to know. *Academic radiology*, 25(6), 819-822.
- [3] Rashid, A. F. A., & Zaaba, Z. F. (2020, December). Facebook, Twitter, and Instagram: The Privacy Challenges. In *2020 International Conference on Promising Electronic Technologies (ICPET)* (pp. 122-127). IEEE.
- [4] Soegoto, E. S., & Eliana, E. (2018, August). E-Commerce and business social media today. In *IOP Conference Series: Materials Science and Engineering*, 407(1), pp. 012034.
- [5] Mahfudz, S. A., & Hartanti, N. B. (2021). PENGARUH MEDIA SOSIAL INSTAGRAM TERHADAP PRAKTEK PROFESI ARSITEK. *JURNAL PENELITIAN DAN KARYA ILMIAH LEMBAGA PENELITIAN UNIVERSITAS TRISAKTI*, 6(2), 283-290.
- [6] Egthesadi, M., & Florea, A. (2020). Facebook, Instagram, Reddit and TikTok: a proposal for health authorities to integrate popular social media platforms in contingency planning amid a global pandemic outbreak. *Canadian Journal of Public Health*, 111(3), 389-391.
- [7] Ahmadinejad, B., & Asli, H. N. (2017). E-business through social media: a quantitative survey (case study: Instagram). *International Journal of Management, Accounting and Economics*, 4(1), 80-99.
- [8] Slivinski, L. C., Compo, G. P., Whitaker, J. S., Sardeshmukh, P. D., Giese, B. S., McColl, C., ... & Wyszynski, P. (2019). Towards a more reliable historical reanalysis: Improvements for version 3 of the Twentieth Century Reanalysis system. *Quarterly Journal of the Royal Meteorological Society*, 145(724), 2876-2908.
- [9] Blamey, R. C., Kolusu, S. R., Mahlalela, P., Todd, M. C., & Reason, C. J. C. (2018). The role of regional circulation features in regulating El Niño climate impacts over southern Africa: A comparison of the 2015/2016 drought with previous events. *International Journal of Climatology*, 38(11), 4276-4295.
- [10] Barimalala, R., Desbiolles, F., Blamey, R. C., & Reason, C. (2018). Madagascar influence on the South Indian Ocean convergence zone, the Mozambique Channel Trough and southern African rainfall. *Geophysical Research Letters*, 45(20), 11-380.
- [11] Soegoto, E. S., & Utomo, A. T. (2019, November). Marketing Strategy Through Social Media. In *IOP Conference Series: Materials Science and Engineering*, 662(3), pp. 032040.