

MIXED REALITY: FUTURE MEDIA OF ADVERTISING

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ABSTRACT

The birth of the internet has brought many changes in this world, especially the media, more precisely social media that has connected one person to another without any border. Humans increasingly interact with social media until social media is no longer just a medium to deliver messages but has turned into a way of life. This change provides good news for the advertising sector because of its effectiveness and strength to build valuable relationships between brands and consumers. Apart from all the social media greatness, it certainly has limitations; sense, affection, cognition. This limitation is overcome by the emergence of the media that is currently developing: Mixed Reality, and is predicted to become a media that changes the world in the future. This paper aims to analyze this new media as the latest advertising media by case study and reviewing libraries of people who are experts in the fields of marketing, technology, media, and advertising. Mixed Reality is basically the same as other media as “an answer to human questions about how to help one another”. How this media works will affect how advertising will adapt to continue to present something new. This media is still immature and sooner or later will overcome social media limitations.

Keyword : mixed reality, advertising, media, experience

BACKGROUND

Nowadays, the generation that is fluent with internet media is millennial or generation Y who were born in 1980-2000 and generation Z and the internet seems to have become a part of human breath, especially in the field of advertising because the internet offers innovation in enhancing brand relationships with consumers personally. Advertising requires a right media as a bridge between advertisers to their target market.

The world created by the internet, is just a virtual world and as technology develops, virtual experience slowly begins to "boring" and arguably will no longer be effective in the future. Then, is there anything new after the internet? The rapid and increasingly global development of technology has triggered people to continue to look for new things, experiences that can be felt in real terms, this is why Mixed Reality was born.

Beyond the limits of the virtual world and the real world, it's all about mixed reality. Experience that is felt to have a more real impact and of course will have a big impact on consumer decisions on the brand. One example of the application of augmented reality media is a campaign from IKEA. IKEA turned out to have difficulties in running e-commerce because their products are furniture, items that are not small in size and to get direct experience usually require effort to come to the store directly. But, thanks to the augmented reality IKEA created a digital catalog application that can project products in 3 dimensions, where prospective consumers use applications to place products according to their location in the real world, adjust positions, and view products from various perspectives. Completed with freedom to choose an alternative from a product to determine which one is most suitable for the home interior equipped with features that can give potential customers to directly buy products online.

The experience offered by IKEA's augmented reality digital catalog application is actually the adaptation of the prospective customers activities in real store. The freedom of prospective customers before making their decision is then adapted to technology that has developed, augmented reality allows products already in the homes of prospective customers and the results are more able to convince potential customers in making decisions to continue their fingers to touch the feature "online shopping". This campaign expected to increase sales from \$1.6 million in 2016 to \$5.9 million in 2020.

Although augmented reality has all its advantages as a media, but the main point in advertising : persuasion message, is still number one. Technology indeed changes the way of life so millennials as the dominant population are now well versed in the internet, but what about mixed reality? New experiences such as those offered by IKEA are what humans are looking for today, the media that transcends the boundary between the virtual world and the real world and provides convenience and freedom in the hands of its users.

Media is a very important point in advertising, because it is through the media that the target audience makes contact with advertisements, either directly or indirectly. Kotler (1995) explains that media selection is about finding the most cost-effective media to convey the desired amount of exposure to the target audience. The factors that determine

the amount of exposure are: range, frequency and influence. The definition of media according to Kotler is right for defining conventional media, where the budget is the determinant of media purchasing decisions. However, the internet as a new medium offers cost effective and the amount of exposure that is arguably profitable for advertisers. Costs that are needed are not as much as conventional media and can maximize three important factors towards the target audience.

Social media has shaped the characteristics of a generation, the millennial generation. This generation was born in 1980-2000, the year in which digital media began to develop. Social media provide opportunities for each individual to see and get to know the world through their fingertips. This advantage of social media considered as "addictive", to the point where we cannot live without social media or the internet.

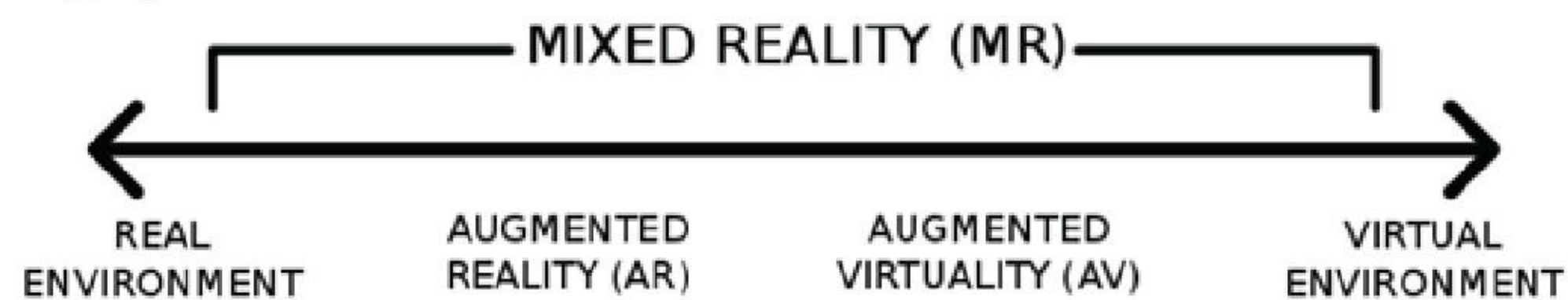
Social media works differently than conventional media in terms reaching consumers, social media is more personal, thus minimizing the uneffectiveness of conventional media. Another feature of social media that is very profitable is sharing, which works the same as word of mouth. According to Subramanian (2018) Word-of-mouth is the oldest form of advertising, most simple and most effective because people believe in other people's experiences, rather than persuasive sentences from the ad itself. Simply put, advertising builds imagination and hope, while experience provides trust.

Social media is about conversation (Wright et al., 2016). In conversations there is interaction between the message giver and the recipient of the message, both parties have the right and have the power to reply to the other person's message, meaning that there is no passive party in this interaction.

According to Deuze (2016) new media, cross media, and transmedia which are packaged in storytelling are more interesting than TVC or advertisements in magazines. Social media can stand alone as a new media, or become part of crossmedia and transmedia to provide new experiences for consumers and build ways of dealing with consumers through storytelling. Lund et al., (2018) says social media is nothing but space for storytelling. Millions of stories represent identity and the reality of each other, good storytelling can be used in terms of influencing values and perceptions.

Social media certainly still has its limits: human senses, affection and cognition. Mixed reality itself wants to highlight that it can control the five basic human senses (seeing, hearing, smelling, tasting, touching) so that it has an impact on human thoughts and emotions (Holopainen et al., 2018)

Definition of mixed reality is divided into two: mixed reality as itself is a space where virtual objects become one with real objects and create a new environment that allows objects to interact in real-time; whereas the definition of mixed reality as a continuum that forms the composition of everything that allows virtual and real objects to be involved. In this paper, the intended mixed reality is a mixed reality continuum as illustrated in the following spectrum:



Picture 1. Mixed Reality Continuum Spectrum

Source : <https://www.realitytechnologies.com/mixed-reality/>

According to Holopainen et al., (2018), applications of mixed reality are 360° Videos (Experience 360 environmental viewing, *Augmented Reality* (additional reality, adding virtual objects to the real world), *Augmented Virtuality* (additional virtuality, the opposite of AR, adds real objects to the virtual world), *Virtual Reality* (virtual world with real sensations).

Mixed reality is a medium called experience-centric services, because the interaction between participants and service providers can produce collaborative ideas in creating value. According to observations by Holopainen et al., (2018), the effect of media is consumables due to factors of affection, cognition and behavior which are the boundaries of social media. Media that involves the five human senses can be optimized more through storytelling or narration with additional effects that stimulate the human senses to experience real experiences.

In an article in Forbes, Friedman (2017) mentions that 84% of millennials do not believe in traditional advertising, and are true in fact. Social media is more interesting in their eyes, and can influence them right then and there. This new experience of course gives a different experience with offline and considered as "entertainment" because it was more efficient, many millennials were captivated by this experience that influenced them in the decision to buy goods. According to Brakus et al., (2009) cognition and action have an effect on functional brands while the senses and emotions affect the hedonic brand. Merilees (2016) predicts the results of experience dimensions on functional brands are weaker than dimensions of hedonic brands.

Helkkula et al., (2012) mention the relevance of experience with context is important. In the context of marketing experience creation can be achieved with two actions,

namely brand experience and customer interface. Brand experience is delivered in the form of imaging of the brands that are delivered, such as logo, style and other visuals form. While the customer interface is an action that interacts directly with customers, through various media and carried out on various occasions.

Games and Bogost (2012) a renowned game designer, says the uniqueness of persuasion in a mixed reality world is referred to "procedural rethoric", or the art of persuasion through representation and interaction. Experience "seeing from another perspective". Procedural rethoric is practically not using persuasive words or visuals like advertising in general, but maximizes the potential for interaction. Sooner or later, when mixed reality has matured, will mixed reality replace the role of social media in the future? This research will examine the possibility of mixed reality as future media strategy in advertising.

METHODS

A case study method was used for this study because it represents an intensive analysis of a mixed reality that is used as media in advertising qualitatively. Case study was used as qualitative approach that entails the detailed and intensive analysis of the phenomena. The researcher collects extensive data on Alfamidi mixed reality advertisement media named Alfamind. These data include observations and data including information about any historical, economic and social factors that have bearing on Alfamind.

DISCUSSION

Mixed reality is nothing new - this media already exists and is still developing. In the context of advertising, currently mixed reality can be used as one of the media that is integrated with social media, social media requires mixed reality for "new" content needs, which respond to technological developments. Mixed reality also requires social media to create "word of mouth" using social media to share mixed reality user experiences and then make it viral. Simply put, social media and mixed reality complement each other. Mixed reality is also indirectly a social media competitor - mixed reality is here to answer the lack of social media in cognition, affection, and sense. The advantages of mixed reality seem to summarize all the shortcomings that existed in the media beforehand in terms of human senses

The case study in this paper is #LiveForNow campaign in the context of the promotion for Pepsi Max "Maximum Taste, No Sugar". In collaboration with YouTube's content creator and filmmaker, Pepsi executes this campaign by exploring the meaning of

the word "Unbelievable" and creating content that people won't see on a normal day. The aim of the campaign was to reach out and invite target consumers aged 18-34 years to become involved in the campaign and then document it into a video uploaded on Pepsi Max's YouTube channel and other social media. The use of social media is relatively effective in viralizing this campaign thanks to the flexibility and speed of publication in the media with low production costs.

One of the contents of this campaign utilizes Mixed Reality media more precisely Augmented Reality. Using a bus stop on New Oxford Street, London that has been constructed with technology that can capture the surrounding situation. There is a screen with a camera that shows the situation behind the box if we sit in a stop. But what looks like is not a street like in general, strange things appear, things that are "unbelievable" on the screen and people believe that happens behind the scenes. This is where Augmented Reality plays a role.

The reactions of people who see it also vary, from shock, fear, pleasure, curiosity, and others. Things that might not appear on a normal street are very interesting, and they can involve themselves with the events on the screen thanks to the functions of the camera. This experience became content that is "interesting" and cannot be missed by many people, they record this Augmented Reality phenomenon and share it on their own social media which then makes this campaign viral.

This content is then packaged in a documenter video and uploaded on Pepsi Max YouTube account together with other content, Pepsi is aware that digital media and social media can be utilized to the max. Pepsi uses YouTube instead TV ads because of its flexibility in terms of duration, cost and convenience in terms of sharing. Social media can be connected with each other so that the spread can be faster and wider.

This campaign successfully reached 50 million views on the Pepsi Max YouTube channel, and the subscriber increased from 4000 to 66,000 subscribers, from this achievement Pepsi Max managed to expand its market. You could say the success of this campaign is indeed due to how interesting and varied the contents of the content are made only by exploring the meaning of the word "unbelievable".

Looking at the content of the augmented reality bus stop itself, it is very suitable to respond to #LifeForNow and Unbelievable. The selection of augmented reality as content is right for representing #LifeForNow or living for now, which means that now it will definitely affect the future. In short, augmented reality already exists from now on,

affecting this era and will continue to grow in the future. Augmented reality successfully gives the target audience an unbelievable experience so that it finally persuades the target audience to be interested and then involve themselves. The success of augmented reality content is also because the success of publications through social media for to the speed and reach of sharing experiences with others.

Visual and interaction, these two things are very closely related to mixed reality media. The plus point is that mixed reality can bring us into these two things in an immersive form, meaning we can enter into the part of the ad. Storytelling in mixed reality is not as simple as other media, it's about creating stories that can share experiences. Where there is a direct interaction between the customer and the brand can then share stories. Users who used to enjoy the story as "spectators", with the existence of mixed reality we can become "figures" of the story and have a role in the journey of the story. Sequential boundaries are no longer a logical thing, because they can be controlled by the users. This experience seems to be in another life, as someone else, feeling the interaction and empathy of the characters in the story.

Storytelling in mixed reality is not as simple as telling stories through other media, but about creating stories that can share experiences. Where there is a direct interaction between the customer and the brand can then share stories. Storytelling, which used to be a sequential narrative - there is a boundary between the beginning, the climax, the end, now thanks to mixed reality it can be trashed in such a way that consumers are the control holders in the story. We who used to enjoy the story as "spectators", with the existence of mixed reality we can become "characters" from the story and have a role in the journey of the story. Sequential boundaries are no longer a logical thing, because they can be controlled when and where we want to live life as characters in the story. This experience seems to be in another life, as someone else, feeling the interaction and empathy of the characters in the story.

Empathy, by looking at it from someone else's perspective the user will know "what it feels like" and must act according to the expectations of those who empathize. Empathy can make someone's "trigger" to not just sympathize, but act, create relationships and support. What the user feels will definitely influence the next action. Storytelling in mixed reality has opened the boundaries of users to becomes figure of the story, live in a storyline that is used according to the user's own decisions, so that what appears is no sympathy but empathy.

Seeing from the Pepsi Max case study, augmented reality that displays unbelievable things becomes a reality and allows the target audience to be involved, success gives empathy and the right interaction to the target. The interaction of virtual objects with the real environment, creates a mind "this is not possible to happen" to the target audience and this is what is called empathy. Empathy in the form of a thought "is not possible to happen" is very appropriate to respond "unbelievable", people's distrust of virtuality makes curious people then attract people to find out, then become tied to the brand because they remember the experience given augmented reality. "An unbelievable experience, and I feel it, I was involved in the story" then shared with others and created a viral phenomenon.

Pepsi Max succeeded in combining storytelling with two acts of experience creation, visual and interaction and created a stunning target world. The combination of the three is "content" with unbelievable hashtag. Why is the content not the visual augmented reality itself? Here augmented reality is just a way to convey storytelling in a visual form that can also interact with the target. In terms of augmented reality, the visuals that are displayed look very real and united with the surrounding environment - almost seem deceptive, this is the advantage of mixed reality that is able to bring the target of feeling into a new world, and "trigger" targets in terms of sense and cognition. The interaction between the target and the virtual object influences in terms of affection, because the interaction makes it possible for people to be moved and try to engage with the virtual object. This augmented reality content is then packaged in the Unbelievable #LiveForNow context.

Pepsi Max took the right action in creating augmented reality content in the Unbelievable #LiveForNow context. #LiveForNow which is responded to as an augmented reality media selection represents the current media, and will affect it in the future. Equipped with the presentation of storytelling in the form of visual that feels real while being able to interact is the right action to respond Unbelievable. Context is as important as content, that's why Pepsi Max is even more successful because it successfully creates various content outside of augmented reality content itself and still remains in the same context. Context is one thing and content can respond in various forms.

In marketing, experience creation can be achieved through two actions, namely brand experience and customer interface. These two actions greatly influence the consumer's decision to buy or not a product / service. The success of brand experience that influences through visual and customer interface through interaction can be seen from the success of today's social media. Social media succeeded in maximizing the potential of these two actions in the context of marketing and advertising. Pepsi Max used the augmented reality to technology as a brand experience, and Youtube and other social media as their customer interface.

The ways to design advertisements on previous media certainly will not work the same way in mixed reality, according to Deuze (2016) new media, cross media, and trans-media which are packaged in storytelling are more interesting than TVC or advertisements in magazines, now becoming more diverse coupled with mixed reality media, it is important to pay attention to the potential between conventional media, new media and mixed reality itself as a media that is both integrated and independent, to finally create an "experience" in delivering an advertising message.

Mixed reality is no longer far in the future because this media is already here, it is not too visible, but this media exists and will continue to grow forward with the media at this time, and will affect it in the future. Equipped with the presentation of storytelling in the form of visual that feels real while being able to interact is the right action to respond Unbelievable. Context is as important as content, that's why Pepsi Max is even more successful because it successfully creates various content outside of augmented reality content itself and still remains in the same context. Context is one thing and content can respond in various forms.

CONCLUSION

Mixed reality is on its way to "mature" media. The implementation of mixed reality on the media for advertising or marketing needs to pay attention to the target, so that the system developed can better adapt to the target's technological sophistication. In the future, new media will continue to emerge, this is not something that threatens the future of mixed reality. Indeed, more days there is no media that can stand alone. Just like today, even though there are social media that are considered effective in reaching targets, in fact posters, magazines and other offline media are not necessarily lost. Because each media has its own pluses and minuses. Relations between media are actually needed, nowadays social media still needs offline media, offline media requires social media, as well as mixed reality which is still not familiar to the public, especially Indonesia, it is necessary to try to reach targets in other ways. Integrated media is even more profitable, because it can expand its reach to the target.

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