Visual Branding of Sikapak Timur Village Pariaman as Media Promotion Based on Visual Complexity Effect on Social Media

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ABSTRACT

Visual Complexity Effect is a term used in psychology to describe how people react to complex visual information. Typically, the more complicated or complex the visual information, the more difficult it is for people to process and understand it. The effects of visual complexity can also affect reaction times, cognitive abilities, and decision making. In everyday life, data visualization and complex graphs can be a challenge for many people, especially if they are not used to that type of information. Therefore, graphic designers and application developers try to minimize visual complexity so that it can be understood and used easily by users.

1. Introduction

Sikapak Timur is a village located in the North Pariaman District, Pariaman City, West Sumatra Province. In order to minimize the gap in information in rural areas by utilizing information and communication technology that has developed.So there needs to be a change in promoting the potential of the area owned, in advancing the economy of the community in the village. With the advancement of internet services, it encourages people to be digital savvy and get used to using the internet, especially as a medium of communication. All the convenience and speed available, the presence of the internet in the midst of rural communities can help them because it can save energy, time and costs. In addition, with internet access and the availability of technology, all village needs can be met by utilizing social media. With the advancement of internet services, the community has become digitally savvy and accustomed to using the internet, especially as a medium of communication. All the convenience and speed available, the presence of the internet in the midst of rural communities can help them because it can save energy, time and costs. In addition, with internet access and the availability of technology, all village needs can be fulfilled by utilizing social media.

The local government can facilitate the community of Sikapak Timur Village to utilize the internet and social media as a medium for promoting regional potential. This can be done by providing training and assistance to the community in managing social media and creating websites for promotion. In addition, cooperation with the private sector or community organizations can also be done to help promote regional potential more widely. With effective and structured promotion, it is expected to increase the level of tourist visits and investor interest in developing regional potential in Sikapak Timur Village. This will certainly have a positive impact on the community's economy and improve social welfare in the village. The role of the government and the community in utilizing information and communication technology is very important to advance the economy and social in rural areas. By synergizing and working together, it is expected to achieve the desired goals and maintain regional potential for future generations.

Social media-based promotional media has become one of the most effective marketing tools for business people, including for a village in promoting its area. Various kinds of social media such as Facebook, Instagram, Twitter and Youtube, have become important means in introducing themselves, opening employment, finding colleagues, and promoting the products or services offered. The use of social media needs to be a visualization that attracts the attention of netizens so that it can be easily recognized by the target audience. Social media that has attractive visual features such as images or videos has the ability to reach more target audiences and strengthen the message that the brand or individual using the social media wants to convey. Therefore, it is important for social media users to choose images or videos that match the message they want to convey, so that the message can be easily read by netizens. In addition, the images or videos used have good visual quality so that they look professional and can increase cooperation and trust. By paying attention to attractive visualization and quality, social media can help users achieve goals and expand social networks.

In this research, we will focus on the Visual Complexity Effect as a study related to the human tendency to facilitate information by forming patterns. By focusing on Visual Complexity Effect, it is hoped that this research can provide clear and specific information about the visual influence and design complexity on social media-based promotional media for Sikampak Timur Village.

2. Material and Method

2.1. Visual Complexity Effect

Visual Complexity Effect is a concept that refers to how the level of visual complexity of a message can affect the processing and understanding of that message by the audience. Visual complexity effect is a theory that explains the relationship between the level of visual complexity of a design and the observer's perception of aesthetic value and ease of processing information. The more complex a visual message is, the more difficult it is for the audience to process and understand the message. In the context of social media-based promotional media, the Visual Complexity Effect can influence how consumers respond to promotional content posted on social media platforms. Promotional content that is too visually complex may be difficult for audiences to understand, so they are less likely to be interested in learning about or following the promotion.

Conversely, promotional content that is simple and easy to understand visually will attract more audience attention and trigger more participation. Therefore, in developing promotional content on social media, it is necessary to consider the Visual Complexity Effect to ensure that the content created is not too visually complex so that it can be easily understood by the audience. Rosenholtz, Li, and Nakano[1] and [2] in their article discuss the relationship between visual clutter and the Visual Complexity Effect. They present research that measures the extent to which visual clutter affects a person's ability to process visual information, as well as how it can affect the efficiency of visual organization and understanding of complex information.

The article [3] presents an overview of the concept of visual complexity, including how visual complexity affects cognitive processing and visual perception. While not explicitly discussing the Visual Complexity Effect, this article provides an in-depth understanding of the relevant basic concepts. Although the focus is not on the Visual Complexity Effect, in the article [4] discusses how people construct mental models from visual information, which is an important aspect of how the Visual Complexity Effect influences understanding and processing of information.. In his discussion regarding Information Visualization: Perception for Design. Ware discusses the importance of understanding visual perception in information visualization design. While not specifically discussing the Visual Complexity Effect, this book presents design principles that can help reduce visual complexity to improve user understanding [5]. Focuses on graphic design automation, Mackinlay's research provides an understanding of how the structure and complexity of graphic presentations can influence the understanding of information[6]. This article explores the theory and experiments behind graphic perception, which are relevant to understanding how visual complexity influences the interpretation and processing of information. Various types of visual representation can influence user understanding, which is relevant to understanding the Visual Complexity Effect[7], [8] it is importance of reducing visual complexity to improve data understanding. [9], [10] discusses visualization design methodologies and principles that can help reduce visual complexity to increase the effectiveness of data communication.

In a study conducted by Sasmita and Wardani (2020), it is known that the application of Visual Complexity Effect in social media-based promotional videos has a positive influence on consumer interest and purchase intention. Promotional videos with a low level of visual complexity tend to be easier to understand and attract audience attention, thereby increasing consumer interest and purchase intention. In addition, research also shows that the use of simple and easy-to-understand images and graphics can be more effective in making

promotional messages clearer and attracting audience attention compared to the use of images and graphics that are too complicated or complex. From the results of this study, it can be concluded that the Visual Complexity Effect has a significant influence on the effectiveness of social media-based promotional media. Therefore, in developing promotional content on social media, it is necessary to pay attention to the level of visual complexity of the message to be conveyed in order to attract attention and trigger more participation from the audience. So that there is a need for basic design theory in making promotional media.

2.2. Design Theory

In the context of social media, design theory is essential in reducing the Visual Complexity Effect and making promotions more understandable to the target market. The following are some design principles that can help reduce the Visual Complexity Effect and make promotions more effective on social media.

a. **Simplicity**
Make sure the promotional design is simple and easy to understand. Avoid too much information or clashing design elements that may confuse the target market.

b. **Consitency**
Make sure the promotional design is consistent with the brand. Don't mix up the visual elements or the brand may look inconsistent and unprofessional.

c. **Contrast**
Make sure the main visual elements in the promotion are highlighted with enough contrast so that they are easily seen and understood by the target market.

d. **Hierarchy**
Organize information and visual elements in a logical hierarchical order so that the target market can sort and process the information easily.

e. **Size**
Make sure the main visual elements in the promotion are large enough and clearly visible to be easily seen by the target market.

By applying these design principles, it can optimize promotion and reduce Visual Complexity Effect and make promotion more effective on social media.[11] suggest that composition theory in design includes principles such as grid, visual hierarchy, proportion, contrast, and balance. Grid is used to help organize design elements in an organized and harmonious manner. Visual hierarchy is used to determine which elements are more important and which are less important in the design. Proportion is used to determine the relative sizes of the design elements. Contrast is used to accentuate the differences between design elements. Balance is used to create a harmonious impression on the design. Bringhurst[12] suggests that typographic theory in design includes principles such as the use of typeface, scale, contrast, rhythm, and proportion. The use of the right typeface can make the design look easier to read and in accordance with the rules of typography. Scale is used to ensure that all design elements are proportional and not too big or small. Contrast is used to distinguish important design elements from less important ones. Rhythm is used to create a visually appealing design layout. Proportion is used to determine the relative sizes between design elements.

The color theory in design includes principles such as color, contrast, harmony, and color psychology. Color can affect people's mood and perception of the design[13]. Contrast is used to make design elements easier to distinguish and stand out. Harmony is used to combine colors appropriately to make them look visually pleasing. Color psychology is used to understand how colors can affect people's emotions and perception of a product or service.

2.3. Data Analysis

In the data analysis process, it starts with the promotional needs of Sikapak Timur Village, then there is data collection through the stages of surveys, literature, interviews and questionnaires to continue with data analysis, in order to collect all aspects of design needs, so that the work products produced are in accordance with the target audience.
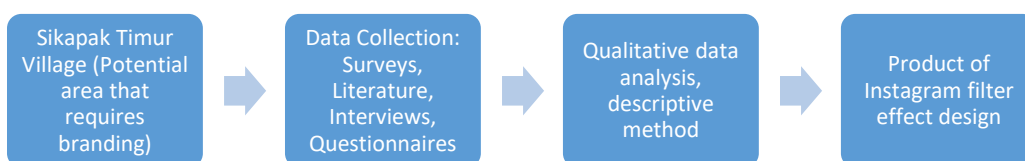
Fig 1. Data analysis process

According to I Made Winartha (2006), the qualitative descriptive analysis method is to analyze, describe, The qualitative descriptive analysis method is to analyze, describe, and summarize various conditions, situations of various data collected in the form of the results of interviews or observations regarding the problem under study that occurred in the field. The product of Instagram filter design work as an optimization of promotion and increasing Visual Complexity Effect The expected results of this research, which can provide a new view for Sikapak Timur Village to increase Visual Complexity Effect on social media-based promotional media. This is expected to help in introducing themselves effectively, expanding networks, and promoting the products or services offered. In addition, it can be a reference for social media users in creating interesting content and can generate optimal profits

3. Result and Discussion

The research location will be carried out in the Sikapak Timur Village area, which is a village located in the North Pariaman District, Pariaman City, West Sumatra Province. The methods used in this research are survey and qualitative analysis. The survey was conducted on respondents who are residents of East Sikapak Village in Pariaman, using a questionnaire containing questions regarding their perceptions of village visual branding and the influence of visual complexity effect on brand impression. The collected data were analyzed using descriptive techniques.

The survey results sought to answer whether the majority of respondents felt a positive impression of the visual branding of Sikapak Timur Pariaman village. Respondents also stated that the use of complex visuals can enhance the aesthetic impression and make information easier to remember. In addition, qualitative analysis showed that the selection of colors, patterns and symbols accurately represented the village's identity and enhanced the brand impression.
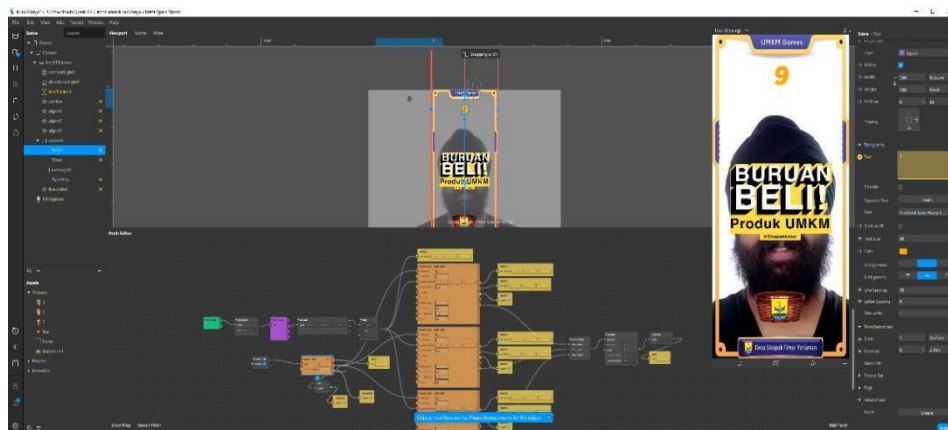

Fig 1. Spark AR display

Application Development at this stage is carried out making 2D models, making markers, and implementing AR applications. Asset creation uses data that has been collected, namely photos of East Sikapak Village UMKM products. Making 2D Models is done in Spark AR software so that it can be implemented on Instagram filters. This process goes through the trial stage so that the filter is successfully released on Instagram.Concept, Design, Material Collection, Assembly, Testing, and Distribution. If one step has not been completed, it will not be able to proceed to the next step. This method has a purpose and functions as a guideline to design the system very efficiently as it completes the system in a structured manner for quality results.
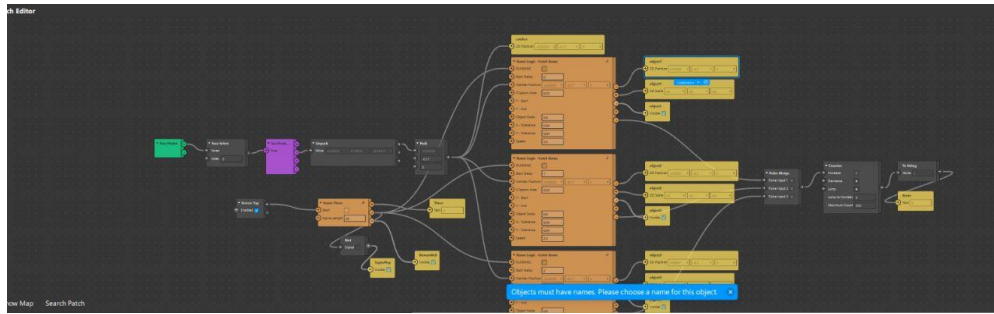
Fig 2. Spark AR editor node view

Spark AR Process - Patch Editor: Tracking, Transitions and Animation functions to lock objects that will be read by the Instagram filter, this is very important to note because often the assets that have been prepared in spark ar have problems when animated. This process requires accuracy from the designer because if the coordinates or commands from the notes are not correct the Instagram filter will not work.

Fig 3. Spark AR editor node view

The research method used is a descriptive method with a qualitative approach. Questionnaires and interviews will be distributed to respondents who actively use social media as a promotional tool. Data collection will be carried out online and offline by distributing questionnaire links through Google Form and direct interviews in Sikapak Timur Village. Thus generating data for the creation of visual forms that will be applied to Instagram filter effects. Roscoe (1975) says the sample group is categorized through: age, gender, education and occupation. The size of the sample size is between 30-500, (Hill, 1998). Determination of the number of population samples is known by using the Slovin Formula, $n = N (1 + Ne2)$, (Harits, 2019). Distribution with purposive sampling type, namely the people of Sikapak Timur Village, who actively use Instagram social media, distributing questionnaires through the Google Form website media. Respondents were asked to answer agreement with psychological objects (constructs) with 5 scales of answer choices, such as: (1)Strongly disagree, (2)Disagree, (3)Neutral, (4)Agree, (5)Strongly agree.

4. Conclusion

Instagram filter is a design product that can be developed to optimize promotion and increase Visual Complexity Effect on visual content uploaded on Instagram social media. In digital marketing, Instagram has a very important role as a medium used for product or service promotion. Therefore, the presence of attractive Instagram filters can increase the attractiveness of uploaded posts, and help improve brand and consumer communication. Instagram filters can be designed with various interesting elements, such as bright colors, animations, text, and emotions. Interesting and unique filter designs can help make Instagram posts more interesting and appealing to users. Moreover, using Instagram filters can also help enhance brand identity and help create better interactions between brands and users.

Visual Complexity Effect is the concept that the more complex an image is, the more easily one's attention is distracted. In this case, Instagram filters can be developed to maximize the use of the Visual Complexity Effect concept in brand and product communication. Filters created with complex and interesting elements can help draw users' attention for longer, and build a stronger impression of the brand or product being promoted. In developing Instagram filters, product design will consider several things, including: colors, visual effects, animated elements, and geometric shapes. The right filter design can help strengthen the message of the brand or product to be promoted, and increase user engagement with Instagram posts. In this case, users can engage more actively with Instagram posts, and potentially become potential tourists or renew relationships with local brands or products (MSMEs) promoted in Sikapak Timur Village.

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