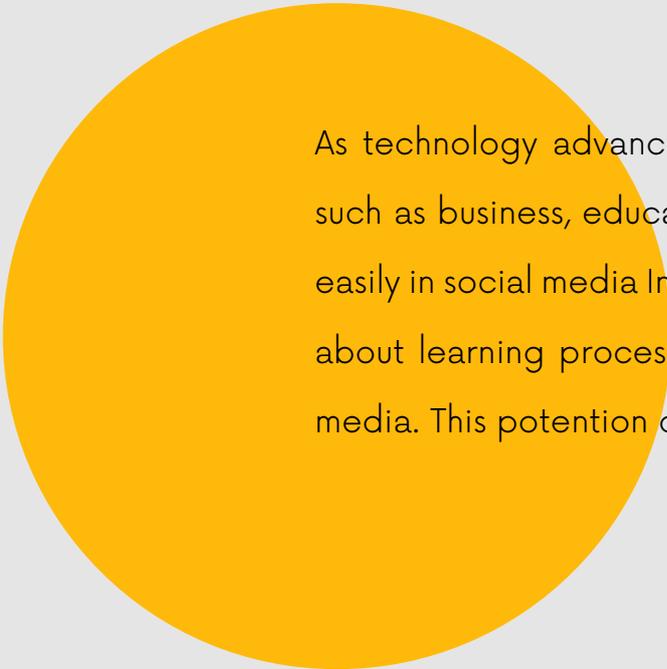


# Augmented Reality in Instagram Story Filter for Increasing Awareness Through Learning Interactivity and Enjoyment

## Introduction •

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As technology advances, augmented reality (AR) is being applied in various fields such as business, education, and hospitality. Nowadays, AR technology can be found easily in social media Instagram. Unfortunately, there is no AR in Instagram that contain about learning process topics when Instagram has so much potential as a learning media. This potention comes from the massive user of Instagram around the world.

# Augmented Reality as Instagram Story Filters •

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## Inspired by Snapchat

The story feature was added in August 2016, inspired by the success of Snapchat. The story feature also equipped with AR technology like Snapchat.



# Augmented Reality as Instagram Story Filters • \_\_\_\_\_

AR aims at simplifying by bringing virtual information not only immediate surroundings but also to any indirect view of the real-world environment. It enhances the perception of and interaction with the user's actual environment.

A large yellow circle is positioned in the middle-right of the slide. Below it, the letters 'AR' are written in a large, dark blue, sans-serif font. The letters are partially cut off by the right edge of the slide.

AR

## Interactivity and Enjoyment •

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Media characteristics of AR are the following: interactivity, virtuality, specificity of location, mobility, and augmentation. Interactivity remains a concept for assessing digital and virtual media. With interactivity, users can interact to the extensive influence of each other. Enjoyment has a vital role in increasing the interactivity. The enjoyable feeling that the user gets when playing with the system tends to make them keep using it.

## Awareness of social media •

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Awareness refers to the consumers that can recall or recognize a thing. The impact of awareness with decision-making is connected with the individual recognition, knowledge dominance, and recall of the products or services. Familiarity with the product or services can increase awareness.

## Method •

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Survey questionnaire is used to predict the interactivity, enjoyment, and awareness of AR in story filter Instagram users related to the learning process.

Participants :

Young-adult groups with age range 20-35 years old.

Total participant is 39 participants.



# Result .

## INTERACTIVITY

PARAMETER	FREQUENCY	PERCENT	VALID PERCENT
Low	10	25.6	25.6
High	29	74.4	74.4
Total	39	100.0	100.0

## ENJOYMENT

PARAMETER	FREQUENCY	PERCENT	VALID PERCENT
Low	11	28.2	28.2
High	28	71.8	71.8
Total	39	100.0	100.0

## BRAND AWARENESS

PARAMETER	FREQUENCY	PERCENT	VALID PERCENT
Low	10	25.6	25.6
High	29	74.4	74.4
Total	39	100.0	100.0

# PARTICIPANT RESPONSES

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# Result •

## CORRELATION BETWEEN INTERACTIVITY AND ENJOYMENT TO BRAND AWARENESS

### INTERACTIVITY AND AWARENESS

Awareness	Interactivity			0.014
	Parameter	Low	High	
Low	6	4	10	
High	4	25	29	
Total	10	29	39	

### ENJOYMENT AND AWARENESS

Awareness	Enjoyment			p-value
	Parameter	Low	High	
Low	6	4	10	0.029
High	5	24	29	
Total	11	28	39	

## Discussion •

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### **Participants Characteristic :**

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The reason for choosing this group age for participate in this study because the range age is in higher education and related with learning process

### **The participant with Interactivity and Enjoyment in the learning process using AR Instagram Story :**

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The participant with high interactivity filter is 29 people from 39 people with the enjoyment result is 28 people from 39 people.

### **Interact and enjoy to increase the awareness of the learning process using AR in Instagram Story :**

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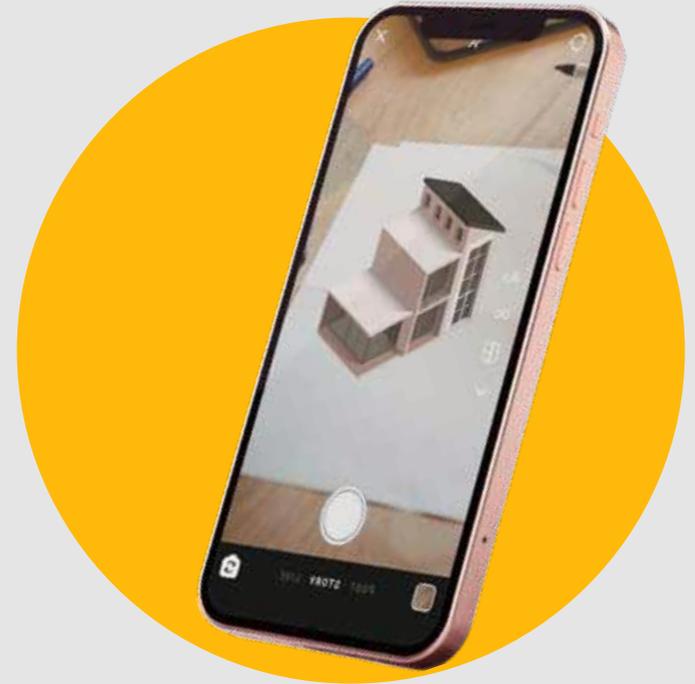
The result shows that both interactivity and enjoyment have an impact on increasing awareness. Both interactivity and enjoyment affect the people to recognize the learning process, especially when the ad using augmented reality



## Conclusion •

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This research sought how the filter with augmented reality in the Instagram story can affect the awareness of the learning process through interactivity and enjoyment. Consumer interaction with the education in social media improves their connection to the learning material, increasing their awareness of the learning process.





**Thank You**