Potential of Ambient Media Use as Advertising Media in the Future

Mohamed Taffarul Rizky[1], Hendri Prasetya[1], Mustiawan[1]

[1]Program Studi Ilmu Komunikasi, Universitas Muhammadiyah Prof. Dr. Hamka, Indonesia
*Correspondence: mtaffarul@gmail.com

ABSTRACT

Ambient media is proven to be more effective in attracting attention and increasing audience recall than conventional advertising so that it overcomes the challenge of ad fatigue in digital advertising. Based on these findings, ambient media has great potential as a more interactive, memorable and unobtrusive marketing strategy which makes it an innovative solution in the face of future advertising industry dynamics. Therefore, advertisers are expected to optimize the creative and experiential elements in the implementation of ambient media in order to enhance the appeal and effectiveness of their campaigns. The aim of this study is to explore the potential of ambient media as an innovative and effective advertising medium in the future. Using the Systematic Literature Review (SLR) method, this research analyzed various studies which discussed ambient media in marketing communication strategies. The results show that ambient media has the advantage of creating creative messages which rely on visual surprise, audience interaction, and integration with the environment, while being able to build emotional engagement through an Experiential Marketing approach that focuses on sensory, emotional, and social experiences.

1. Introduction

Advertising is a form of marketing communication which aims to convey information to a wide audience. Advertising plays an important role in informing and influencing the audience regarding a product or service (Wijaya, 2023). In the world of marketing, there are two media models used to promote a product or service that are Above The Line (ATL) advertising media and Below The Line (BTL) advertising media. ATL advertising media uses mass communication media; such as, newspapers, magazines, radio, television, cinema, internet, and mobile phones in order to reach a wide audience (Tommi, 2023). Meanwhile, BTL advertising media utilizes more specific and direct promotional tools; such as, posters, brochures, leaflets, catalogs, promotional items, and ambient media, to reach the audience with a more personal approach (Othman, 2020).

However, along with the times, ATL advertising media often faces new challenges, especially in digital marketing, which has given a tiring impression from the audience's perspective. Advertising in the digital era often causes the phenomenon of ad fatigue, a condition where the audience feels tired or disturbed due to the appearance of the same advertisement continuously in a short time (Samodra, 2024). Ad fatigue is a common problem for advertisers since audiences tend to ignore or even feel annoyed by the appearance of repeated advertisements ((UMA), 2024). The appearance of the same advertisement continuously in a short time, the audience tends to ignore or even feel annoyed.

This ad fatigue phenomenon is a new challenge in the world of advertising so that in order to overcome this challenge, ambient media exists as an innovative alternative in the world of advertising. The term ambient comes from the Latin *ambire* which means around, atmosphere or environment (Othman, 2020). Ambient media is a form of advertising which maximizes media elements, audiences and products to create a certain atmosphere, experience and sensation by building messages and direct interaction with consumer audiences to prove the message being built (Moussadecq et al., 2022). Ambient media is one of the advertising concepts which can be refreshing is the process of delivering messages by providing an unforgettable experience.

With the development of technology, marketing communications are no longer only limited to traditional media, but it also utilizes the audience's experience in various environments. As expressed by Nursyarah et al. (2019), "With the development of technology, language learning is not bound only in the classroom so that students should own self-regulated learning to find out independently their listening material from any source such as on the internet for their listening

activities" (Nursyarah et al., 2019; Rahman & Amir, 2019; Yaumi et al., 2023; Youngsun et al., 2024). It shows that the success of communication, both in the context of education and advertising, is highly dependent on how individuals interact independently with the environment and technology around them.

Ambient media is an advertising medium which utilizes the atmosphere or surrounding environment. This atmosphere and surrounding experience refer to the audience's experiences which are formed by the surrounding environment so that from this experience a direct closeness is created with the audience. Consumer experience is a key factor in building a strong relationship between a brand and its consumers. In the process of utilizing ambient media strategies, the factor of creating a concrete consumer or audience experience is necessary to consider. (Prasetya et al., 2024) emphasize that "Effective communication does not only focus on delivering messages, but also how to create experiences which build emotional engagement of the audience with the surrounding environment."(Prasetya et al., 2024) It shows that the success of ambient media depends not only on visual design, but also on how messages can build experiences which influence the emotions and behavior of the audience. The relevant concept for analyzing ambient media as an advertising activity that looks at it from the perspective of the researcher's experience uses Schmitt's Experiential Marketing concept.

The concept of experiential marketing was introduced by Bernt H. Schmitt, a marketing expert in 1999; this concept emphasizes how brands can create memorable marketing based on consumer experience through five aspects, namely Sense, Feel, Think, Act, and Relate (Mustiawan et al., 2024). Sense focuses on sensory experiences by utilizing visual elements, sound, aroma, taste, and touch is used to increase product appeal. Feel creates an emotional experience which builds an inner connection between consumers and brands. Think stimulates creative and analytical thinking in responding to marketing messages. Meanwhile, act encourages behavioral change and inspires a lifestyle which is in line with brand values. Relate connects consumers with broader experiences in social and community contexts. (Wijaya, 2011). This experiential marketing concept aims to provide deeper interactions so that the audience not only receives information, but it also feels emotional involvement with the brand (Hanif et al., 2025) so that sometimes ambient media will use unexpected places as a means of advertising in order to build consumer or audience experience.

Furthermore, ambient media exists to attract the attention of the audience in unexpected places, without being pushy, the audience will provide special time to enjoy the advertising process like conventional media such as television and other media (Murwonugroho, 2020). Ambient media not only functions to attract public attention, but it is also able to make them spend more time paying attention to it. Ambient media; "It works for two simple reasons-it gets people's attention and provokes an emotional response" (Syamsul Bahri, 2007). A longer duration than usual, the message to be conveyed can be embedded more deeply in the minds of the audience. An advertisement becomes more effective and interesting if it is able to build an interactive relationship with the audience. In addition, people tend to feel entertained when they are in these spaces. Ambient media has ability to utilize unusual public spaces as a medium for delivering messages. Unlike other traditional advertisements, ambient media provides visual and interactive surprises which can break the routine and attract the attention of the audience spontaneously.

In addition, the characteristics of ambient media which are adaptive to location and social context make it more relevant and memorable for the audience. The combination of attractive visual elements, innovative design, and direct experience, this media not only conveys information, but it also creates deep emotional involvement (Wegig Murwonugroho, 2017; Rahman et al., 2019; Junaid et al., 2025; Latief et al., 2024). It allows advertising messages to be embedded longer in the minds of the audience so that it provides a more significant impact in the marketing communication process. Therefore, it is necessary to build creative messages in order to strengthen ambient media based on consumer or audience experience.

Ambient media is a form of communication which not only conveys messages, but it also creates experiences that can be felt directly by the audience so that creative messages are needed. Creative messages are messages which are designed and executed with an innovative and imaginative approach, based on a deep understanding of consumers, so that they are able to attract attention, are relevant to the audience's experience, and maintain the substance of the message's truth (Wijaya, 2019).

In the process of building effective creative messages in ambient media, there are several important elements which should be considered. Important elements which need to be considered in ambient media include: (1) Integration with the Environment (Contextual Integration) Ambient media should be able to blend in with the surrounding environment without being seen as a disturbance. (2) Surprise and Uniqueness Ambient media should have elements of surprise and uniqueness to attract the audience's attention. This element plays a role in making messages more memorable and

creating a greater impact than conventional advertising. (3) Audience Engagement and Participation One important factor in ambient media is its ability to invite the audience in order to interact with the media. (4) Brand or Campaign Association Ambient media must have a clear connection with the brand or campaign message being carried (Wijaya, 2019).

Ambient media is quite effective in conveying messages in a more interactive and memorable way. It is in line with previous research which proves that ambient media is effective in increasing student awareness of the dangers of internet addiction to students and at the same time strengthening the brand positioning of the Darmajaya Informatics and Business Institute (Moussadecq et al., 2022). Further research also states that ambient media is effective in increasing children's interest in reading while educating parents about the dangers of excessive gadget use (Reyhan et al., 2024). Similar research also confirms that ambient media is quite effective in increasing parental awareness in monitoring child growth (Pratama et al., 2023).

This study seeks to further explore how ambient media can be applied in various advertising and social campaign contexts. Previous studies have shown that ambient media is not only able to attract attention, but it also increases audience awareness and engagement on important issues. Through these previous studies, it can be seen that ambient media has high flexibility in various types of campaigns, both in health, education, and social contexts. The success of this strategy in creating an interactive experience and building emotional engagement with the audience is the main basis for further exploration of its potential as an advertising medium in the future (Kurniawan et al., 2023).

This research is important because it discusses the potential of ambient media as an innovative advertising strategy that can overcome challenges in the modern marketing world, specifically ad fatigue or digital ad saturation. Using a Systematic Literature Review (SLR) approach, this research highlights how ambient media is able to create a more interactive, engaging, and unobtrusive ad experience for audiences.

2. Methodology

This study used a qualitative approach with a descriptive qualitative research type. According to (Moussadecq et al., 2022), qualitative research methods are methods for investigating and understanding what people mean to social or humanitarian problems. Qualitative research can be defined as a social science approach method based on a scientific paradigm. This approach aims to explore and understand the meaning contained in the phenomenon of using ambient media as a creative and effective advertising medium.

This study was conducted by using the systematic literature review (SLR) method which involved the process of identifying, selecting, analysing and synthesizing relevant literature to answer research questions. The systematic literature review (SLR) method used by researchers is based on guidelines 3. SLR is a study used to conduct a systematic literature review by mapping certain stages. As shown in Figure 1, the SLR method involves three main stages, namely planning by setting research questions, conducting a review that includes identifying search strings and data sources, selecting studies, assessing quality, and extracting data, and ending with reporting the results of the review.
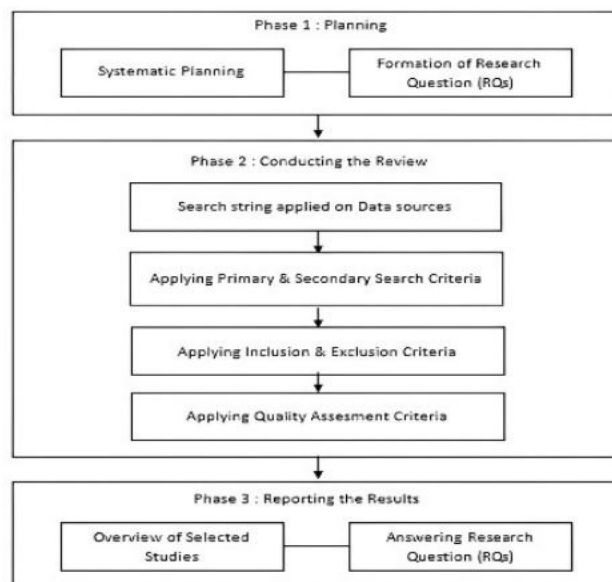

Figure 1. Systematic Literature Review Phase (Kitchenham & Brereton, 2013)

In the Planning stage, the first step taken is to formulate a Research Question (RQ) in order to determine the focus of the research. Research Questions (RQ) are the main questions formulated to guide the research process. These questions are designed to identify the main problems which are the focus of the research; besides, to provide a clear direction on what should be answered through the research.

Table 1. Research Question (RQ)

RQ 1	:	How can creative messages in ambient media improve advertising communication strategies in advertising activities?
RQ 2	:	How can ambient media be utilized as a creative advertising medium which can create unique and memorable experiences for consumers?
RQ 3	:	To what extent does ambient media have the potential as a creative and relevant advertising medium in facing market dynamics and changes in consumer preferences?

Source: Researcher Processing, 2025

The selection of these three RQs was based on the research gaps found in previous studies. Many previous studies have discussed ambient media in terms of design and visual appeal, but few have systematically measured the potential in advertising strategies and consumer experiences. Therefore, this study seeks to fill this gap with an evidence-based approach from relevant studies.

At the Conducting the Review stage, the second step is an important stage in the Systematic Literature Review (SLR) method in order to collect, filter, and analyze relevant literature. The following are detailed steps based on SLR standards, adjusted to the research, namely the potential use of ambient media as a sustainable advertising medium. The literature search process is conducted by using, first, keywords which have been determined according to the focus of the research. Second, determining the publisher as a source of articles or literature that were "Google Scholar" and "Garuda". Third, determining the range of publication years, namely from 2018-2025.

Table 2. Criteria for relevant articles to be analysed

KEY WORDS	YEAR	PUBLISHER	TOTAL
"Ambient Media"Periklanan"	2018-2025	Google Scholar	335
"Ambient Media" Periklanan	2018-2025	Google Scholar	169
"Ambient Media"	2018-2025	Garuda	13

Source: Researcher Processing, 2025

The initial search resulted hundreds of studies, but not all were relevant to the objectives of this study. Therefore, an exclusion process was conducted with strict criteria in order to ensure that only relevant and valid studies were used in this study. The exclusion criteria applied included: (1) publications which focused on ambient media in the context of advertising, (2) studies which had a methodology and could be scientifically accounted for, (3) publications that were outside 2018-2025 period. This process ensured that only studies which had a significant contribution to the understanding of ambient media were selected. After strict selection, 17 primary studies were obtained that were highly relevant to this study. These studies covered various aspects of ambient media, ranging from creative design, communication effectiveness, to its impact on consumer behaviour.

Table 3. Relevant and valid articles

NO	ARTICLE TITLE	RELEVANCE	RQ
1	Ambient sebagai Media Kampanye Keselamatan bagi Pengendara Sepeda Motor di Jakarta Timur (Anwar, 2018)	• Ambient Media • Advertising Potential • Creative design	RQ 3

2	Kampanye Cegah Tindakan Power Harassment Di Sekolah Dengan Metode Attending And Empathy (Fauzy et al., 2018)	• Ambient Media • Creative advertising • Creative strategy	RQ 1 RQ 2
3	Pendekatan Juxtaposition Sebagai Dasar Perancangan *Ambient media* Kampanye Sadar Skoliosis (Kadiasti, 2018)	• Ambient Media • Creative design	RQ 2
4	Ambient Ads as Unconventional Media Approach (Othman, 2020)	• Ambient Media • Creative Conceptual • Potential Advertising	RQ 1 RQ 3
5	Rhetorika Visual Pada *Ambient media* Menggugah Daya Tarik Visual Dan Efektivitas Pesan Iklan (Murwonugroho, 2020)	• Ambient Media • Creative design • Potential impression	RQ 1 RQ 2
6	Ambient Sebagai Media Kampanye Sosial Efek Sampah Plastik (Islamiyati & Prayitno, 2022)	• Ambient Media • Creative Strategy • Creative design	RQ 2 RQ 3
7	Kampanye Sosial "Stop Pelecehan Seksual Di Perkantoran (Ilmamsyah et al., 2022)	• Ambient Media • Creative advertising • Creative Strategy	RQ 1 RQ 2
8	Perancangan *Ambient media* Sebagai Media Iklan Layanan Masyarakat Bahaya Adiksi Internet (Moussadecq et al., 2022)	• Ambient Media • Creative Design	RQ 2
9	Perancangan Ambient Media: Wahana Komunikasi Visual Promosi Penggunaan Baso Pelembang Jabo (Tinarbuko & Putra, 2022)	• Ambient Media • Creative design • Creative strategy	RQ 3
10	Reka Cipta Iklan Dengan Pendekatan *Ambient media* Dalam Konsep Segitiga Insight Pada Desa Wisata Betisrejo Kabupaten Sragen (Putu Wiyano Wandowo & Herry Prilosadoso, 2022)	• Ambient Media • Creative advertising • Advertising potential	RQ 1 RQ 3
11	*Ambient media* to Improve Catur Insan Cendekia University Brand Awareness (Iriani et al., 2023)	• Ambient Media • Creative Strategy & Idea	RQ 1 RQ 3
12	*Ambient media* Sebagai Kampanye Sosial Pentingnya Edukasi Bagi Calon Orangtuauntuk Encegahan Stunting Di Mariana Banyuasin 1 Sumatera Selatan (Pratama et al., 2023)	• Ambient Media • Creative Design	RQ 2
13	Perancangan *Ambient media* Ilm Bahaya Virus Covid-19 Di Ekowisata Mangrove Wonorejo Kota Surabaya (El Chidtian et al., 2023)	• Ambient Media • Creative Advertising	RQ 2 RQ 3

14	Perancangan *Ambient media* Sebagai Media Kampanye Pencegahan Kekerasan Dan Pelecehan Seksual Di Lingkungan Kampus (Tommi, 2023)	• Ambient Media • Creative Ideas	RQ 1 RQ 2
15	Perancangan *Ambient media* Sebagai Media Kampanye Sosial "Sidoarjo Anti Diabetic" Untuk Remaja Usia 16-24 Tahun (Kurniawan et al., 2023)	• Ambient Media	RQ 2
16	Analisis Semiotika Billboard Setengah Jadi Dari Kitkat Berjudul "Break" Oleh Jwt London (Fernando & Muhammad adi sukma nalendra, 2024)	• Ambient Media • Creative Design • Advertising Potential	RQ 1 RQ 2
17	Perancangan *Ambient media* Tentang Kampanye Jaga Kesehatan Pada Anak Usia Dini (Reyhan et al., 2024),	• Ambient Media • Creative Design	RQ 2

Source: Researcher Processing, 2025

Reporting The Result, this stage aims to compile and convey the results of the Systematic Literature Review (SLR) process which has been conducted. These results are compiled in order to answer research questions and provide in-depth insights based on the literature which has been analysed. At the stage of the process of compiling the results, the researcher determines the theory or concept as a basis for analysing and answering the Research Question (RQ).

Table 4. The concept used in compiling research results

RESEARCH QUESTION (RQ)		THEORY / CONCEPT
RQ 1 :	How can creative messages in ambient media improve advertising communication strategies in advertising activities?	Creative Message (Wijaya, 2011)
RQ 2 :	How can ambient media be utilized as a creative advertising medium which can create unique and memorable experiences for consumers?	*Experiential Marketing – Schmitt* (Wijaya, 2019)
RQ 3 :	To what extent does ambient media have the potential to be a creative and relevant advertising medium in the face of market dynamics and changes in consumer preferences?	Selective Attention 20 (Widyana et al., 2019)

Source: Researcher Processing, 2025

3. Result and Discussion

This study used the Systematic Literature Review (SLR) method in order to examine the potential of ambient media in advertising media. The research process was conducted through three stages that were Planning, Conducting the Review and Reporting the Result. This study had succeeded in collecting 17 relevant articles according to the criteria and focus of the study with articles published in 2018-2025 sourced from "Google Scholar" and "Garuda" which had been filtered by using several keywords. This research process was conducted in order to answer 3 Research Questions (RQ) as follows:

3.1 Creative Messages in Ambient Media (RQ1)

Creative messages in ambient media emphasize innovation and audience engagement in order to attract attention without being intrusive. Creative messages are messages which are designed and executed with an innovative and imaginative approach, based on a deep understanding of consumers, so that they are able to attract attention, are relevant to the audience's experience, and still maintain the substance of the message's truth. Important elements which need to

be considered in ambient media include Contextual Integration, Surprise and Uniqueness, Audience Engagement and Participation, Brand or Campaign Association (Wijaya, 2019).

Table 5. Creative Elements in ambient media

NO	ARTICLE	CREATIVE ELEMENTS
1	*Kampanye Cegah Tindakan Power Harassment di Sekolah dengan Metode Attending and Empathy (Fauzy et al., 2018)*	Audience Interaction and Participation
2	*Pendekatan Juxtaposition Sebagai Dasar Perancangan Ambient Media Kampanye Sadar Skoliosis (Kadiasti, 2018)*	Surprise and Uniqueness
3	*Rhetorika Visual Pada Ambient Media Menggugah Daya Tarik Visual Dan Efektivitas Pesan Iklan (Murwonugroho, 2020)*	Surprise and Uniqueness
4	*Ambient Sebagai Media Kampanye Sosial Efek Sampah Plastik (Islamiyati & Prayitno, 2022)*	Audience Interaction and Participation
5	*Kampanye Sosial "Stop Pelecehan Seksual di Perkantoran" (Ilmamsyah et al., 2022)*	Brand or Campaign Message
6	*Perancangan Ambient Media Sebagai Media Iklan Layanan Masyarakat Bahaya Adiksi Internet (Moussadecq et al., 2022)*	Audience Interaction and Participation
7	*Perancangan Ambient Media: Wahana Komunikasi Visual Promosi Penggunaan Baso Pelembang Jabo (Tinarbuko & Putra, 2022)*	Brand or Campaign Message
8	*Perancangan Ambient Media Sebagai Media Kampanye Pencegahan Kekerasan dan Pelecehan Seksual di Lingkungan Kampus (Tommi, 2023)*	Surprise and Uniqueness
9	*Perancangan Ambient Media Sebagai Media Kampanye Sosial "Sidoarjo Anti Diabetic" Untuk Remaja Usia 16-24 Tahun (Kurniawan et al., 2023)*	Audience Interaction and Participation
10	*Analisis Semiotika Billboard Setengah Jadi Dari Kitkat Berjudul "Break" Oleh Jwt London (Fernando & Muhammad Adi Sukma Nalendra, 2024)*	Surprise and Uniqueness
11	*Perancangan Ambient Media Tentang Kampanye Jaga Kesehatan Pada Anak Usia Dini (Reyhan et al., 2024)*	Brand or Campaign Message

Source: Researcher Processing. 2025

Integration with the Environment (Contextual Integration), this element emphasizes that ambient media should blend in with the surrounding environment so that it does not appear as a distraction, but instead enriches the audience's experience. Several studies have shown the application of this element well. Research which had been conducted by (Othman, 2020) examined how ambient media is integrated into daily life; such as, on roads, stairs, and public facilities. A real example of this concept is the McDonald's campaign which uses zebra crossing lines resembling French fries so that it creates an association between pedestrian areas and their products. Moreover, in a study which had been conducted by (Putu Wiyano Wandowo & Herry Prilosadoso, 2022), ambient media was used in the promotion of an organic farming-based tourism village, where the media was placed on pedestrian paths, squares, and shopping centers in Sragen to reach tourists and locals. The findings in this study also show that the success of ambient media often depends on how the media is placed in the right context so that the audience can interact naturally with the message conveyed.

Surprise and Uniqueness This element ensures that ambient media is able to attract attention and create a greater impact than conventional advertising. A study which had been conducted by (Murwonugroho, 2020) shows how the element of surprise is applied through the use of interactive floors which change color when stepped on to communicate advertising messages. In another study, (Fauzy et al., 2018) created a campaign depicting students who appear to be

"sandwiched" between school walls as a metaphor for power abuse. This visual technique utilizes the effect of surprise to convey a strong social message. The results of this study also show that the element of surprise plays a significant role in increasing the audience's memory of the message conveyed, proving that visual creativity can maximize the effectiveness of communication in ambient media.

Audience Engagement and Participation are important elements in increasing audience engagement with ambient media. Research which had been conducted by (Moussadecq et al., 2022) used interactive posters with screens that change when touched, allowing the audience to see how internet addiction affects them directly. Moreover, a study which had been conducted by (Larasati et al., 2021) applied ambient media in elevators, where pressure sensors will display educational messages about sexual harassment when more than one person enters a narrow space. The use of interactive technology strengthens the effectiveness of the campaign by inviting the audience to actively participate. Therefore, based on this study, it can be concluded that ambient media which involves audience participation has greater potential in building a more memorable experience than passive media.

Brand or Campaign Message (Brand or Campaign Association), is an element which ensures that ambient media has a clear connection with the brand or campaign message being carried. In a study by (Tinarbuko & Putra, 2022), ambient media was used to promote regional specialties through giant meatball noodle visuals near food stalls, which strengthened the local culinary identity. Meanwhile, research by (Iriani et al., 2023) shows how universities use digital-based ambient media in order to increase brand awareness with the concept of "connecting chairs" that only light up when two people sit together, reflecting the value of collaboration in educational institutions. In addition, the results of this study confirm that ambient media associated with a particular brand identity or campaign message can be more effective in building positive perceptions in the minds of the audience.

3.2 Experience-Based Ambient Media (RQ2) (RQ2)

Consumer experience in ambient media focuses on how the audience feels, understands, and engages emotionally with the message being delivered. This concept is rooted in the theory of Experiential Marketing which includes sensory (SENSE), emotional (FEEL), intellectual (THINK), behavioral change (ACT), and social connectedness (RELATE) aspects.

Table 6. Elements of Experience in ambient media

NO	ARTICLE	EXPERIENCE ELEMENTS
1	*Reka Cipta Iklan Dengan Pendekatan Ambient Media Dalam Konsep Segitiga Insight Pada Desa Wisata Betisrejo Kabupaten Sragen (Putu Wiyano Wandowo & Herry Prilosadoso, 2022)*	SENSE
2	*Analisis Semiotika Billboard Setengah Jadi Dari Kitkat Berjudul "Break" Oleh Jwt London (Fernando & Muhammad Adi Sukma Nalendra, 2024)*	SENSE
3	*Perancangan Ambient Media Ilm Bahaya Virus Covid-19 di Ekowisata Mangrove Wonorejo Kota Surabaya (El Chidtian et al., 2023)*	SENSE
4	*Kampanye Sosial "Stop Pelecehan Seksual di Perkantoran" (Ilmamsyah et al., 2022)*	FEEL
5	*Perancangan Ambient Media Tentang Kampanye Jaga Kesehatan Pada Anak Usia Dini (Reyhan et al., 2024)*	FEEL
6	*Ambient Media Sebagai Kampanye Sosial Pentingnya Edukasi Bagi Calon Orangtua untuk Pencegahan Stunting di Mariana Banyuasin 1 Sumatera Selatan (Pratama et al., 2023)*	FEEL
7	*Kampanye Cegah Tindakan Power Harassment di Sekolah dengan Metode Attending and Empathy (Fauzy et al., 2018)*	THINK
8	*Pendekatan Juxtaposition Sebagai Dasar Perancangan Ambient Media Kampanye Sadar Skoliosis (Kadiasti, 2018)*	THINK

9	*Perancangan Ambient Media Sebagai Media Kampanye Sosial "Sidoarjo Anti Diabetic" Untuk Remaja Usia 16-24 Tahun (Kurniawan et al., 2023)*	THINK
10	*Perancangan Ambient Media Sebagai Media Kampanye Pencegahan Kekerasan dan Pelecehan Seksual di Lingkungan Kampus (Tommi, 2023)*	ACT
11	*Perancangan Ambient Media Sebagai Media Iklan Layanan Masyarakat Bahaya Adiksi Internet (Moussadecq et al., 2022)*	ACT
12	*Ambient Media to Improve Catur Insan Cendekia University Brand Awareness (Iriani et al., 2023)*	RELATE
13	*Perancangan Ambient Media: Wahana Komunikasi Visual Promosi Penggunaan Baso Pelembang Jabo (Tinarbuko & Putra, 2022)*	RELATE
14	*Ambient Sebagai Media Kampanye Sosial Efek Sampah Plastik (Islamiyati & Prayitno, 2022)*	RELATE

Source: Researcher Processing. 2025

Sense plays a role in stimulating sensory experiences through visual, sound, and tactile elements that attract the audience's attention. Several previous studies have shown that visual design in ambient media plays a major role in creating an engaging sensory experience; for example, research which had been conducted by (Putu Wiyano Wandowo & Herry Prilosadoso, 2022) on the promotion of tourist villages utilizes a physical environment which blends with local cultural aesthetics in order to enhance the visual experience of tourists. Meanwhile, Lumempouw and Nalendra (2024) in their study of the KitKat campaign used a half-finished billboard, which gave an optical illusion effect and utilized visual appeal to create direct audience engagement. In addition, research conducted by (El Chidtian et al., 2023), which used ecotourism as a location for installing ambient media to educate the public about the dangers of COVID-19, created a strong sensory experience through an environment that supports the campaign message.

Feel is an important aspect in creating an emotional attachment between the audience and the campaign delivered through ambient media. A study which had been conducted by (Ilmamsyah et al., 2022) on a social campaign on sexual harassment used victim testimonies as part of a communication strategy which built deep empathy in the office environment. It is in line with research which had been conducted by (Reyhan et al., 2024), which used illustrations of children in various health conditions as a way to raise parents' awareness of the importance of early health care. Similar findings were also obtained from research by (Pratama et al., 2023), which showed how visuals of children with malnutrition created an emotional drive for the audience to act more actively in preventing stunting. Through this approach, ambient media not only conveys messages, but it also builds emotional resonance that strengthens audience engagement.

Think plays a role in stimulating the audience's creative and analytical thinking in understanding the message conveyed. Research which had been conducted by (Fauzy et al., 2018) showed that illustrations depicting the effects of power in school harassment encourage students to think more deeply about the psychological impact of these actions. The juxtaposition technique in (Kadiasti, 2018) is also one of the creative methods in ambient media which compares two different situations—healthy body posture and scoliosis—so that the audience can see the real impact of the issues raised. Meanwhile, research which had been conducted by (Kurniawan et al., 2023) introduced an interactive vending machine in a diabetes social campaign that invites teenagers to think critically about healthy lifestyles through a participation-based education mechanism. Thus, THINK Marketing in ambient media not only informs, but it also challenges the audience to think more deeply and critically.

Act in ambient media focuses on encouraging changes in audience behavior and lifestyle. Research which had been conducted by (Moussadecq et al., 2022) revealed that the use of interactive posters that can only be accessed by holding the cellphone away from the face is effective in raising awareness of the dangers of internet addiction. This concept of behavioral change is also applied in the studies which had been conducted by (Tommi, 2023) and (Larasati et al., 2021), each of whom developed interactive installations in campus environments to raise student awareness of the risks of violence and sexual harassment. In (Larasati et al., 2021) study, the shock effect on the illustration that changes when the toilet door is closed encourages deep reflection for the audience regarding safety in public spaces. These elements prove that ACT Marketing in ambient media can function as an educational tool that inspires real behavioral change.

Relate allows the audience to connect themselves with the wider community, making ambient media a means of social engagement. (Iriani et al., 2023) in their research on university campaigns showed that ambient media can be a link between prospective students and the academic community through interactive installations placed in schools. This concept of community engagement is also applied in the study of (Tinarbuko & Putra, 2022), which displays giant meatball bowls in public spaces as part of a local culinary promotion strategy based on shared experiences. Meanwhile, (Islamiyati & Prayitno, 2022) developed an installation of plastic bottles collected by the community to increase environmental awareness, create social ties between individuals and collective movements. Through RELATE Marketing, ambient media acts as a communication tool which connects audiences with broader social experiences, strengthens brand identity and builds solidarity within the community.

3.3 Audience Response to Ambient Media (RQ2)

Consumer responses to ambient media depend on visual appeal, direct interaction, and emotional involvement which shape audience awareness and behavior. Consumer responses based on selective attention theory (Broadbent, 1958) are cognitive, affective, and conative reactions that emerge as a result of the information filtering process in the advertising environment, where consumers only process advertising messages which are considered relevant or attract their attention while other information is ignored (Widyana et al., 2019).

Table 7. Audience response to ambient media

NO	ARTICLE	RESPONSE ELEMENTS
1	*Ambient Ads as Unconventional Media Approach (Othman, 2020)*	Visual Appeal
2	*Rhetorika Visual Pada Ambient Media (Murwonugroho, 2020)*	Improved Memory
3	*Kampanye Sosial "Stop Pelecehan Seksual" (Ilmamsyah et al., 2022)*	Emotional Engagement
4	*Kampanye Sosial Efek Sampah Plastik (Islamiyati & Prayitno, 2022)*	Social Awareness
5	*Kampanye Diabetes "Sidoarjo Anti Diabetic" (Kurniawan et al., 2023)*	Behavioral Change

Source: Researcher Processing. 2025

Audience responses to ambient media vary depending on the creative approach used in delivering the message. Based on the theory of selective attention (Broadbent, 1958), audiences will only respond to messages that catch their attention and are considered relevant while other information tends to be ignored. In the context of ambient media, its unique characteristics allow messages to attract attention more easily than conventional advertising. Several previous studies have shown that ambient media has advantages in creating emotional involvement, increasing audience memory, and influencing their behavior towards the campaigned issue.

Research which had been conducted by (Othman, 2020) and (Murwonugroho, 2020) showed that creative design in ambient media is able to attract audience attention more than traditional advertising; for example, the KitKat "Break" campaign using a half-finished billboard design created curiosity and increased audience involvement in the message conveyed. Another study which had been conducted by (Islamiyati & Prayitno, 2022) confirmed that ambient media used in social campaigns about plastic waste succeeded in triggering public awareness because of its nature which is difficult to ignore and can have a strong emotional impact.

In addition to visual appeal, the audience's emotional response to ambient media is also an important aspect in its effectiveness. Research by (Ilmamsyah et al., 2022) in a social campaign on sexual harassment showed that ambient media using an empathy-based approach succeeded in building awareness and deep audience engagement. Moreover, research which had been conducted by (Pratama et al., 2023), who developed a waiting room chair in the shape of a baby scale as part of a stunting prevention campaign, found that the audience responded to this message by increasing their interest in child nutrition education.

In addition to raising awareness, ambient media also plays a role in changing audience behavior. A study which had been conducted by (Moussadecq et al., 2022) showed that experience-based ambient media, such as the installation

of a headless statue in a campaign on the dangers of internet addiction, was able to make the audience reflect on their digital habits. Another study by (Kurniawan et al., 2023) on a diabetes social campaign found that the interactive vending machine used in this campaign succeeded in encouraging the audience to pay more attention to their healthy lifestyle.

Social relations built through ambient media are also an important factor in shaping audience responses. Research which had been conducted by (Iriani et al., 2023) on increasing brand awareness at universities showed that ambient media involving social interaction, such as the "Connecting Chairs" installation, was able to strengthen audience engagement with the message conveyed. In addition, research which had been conducted by (Tinarbuko & Putra, 2022) showed that installing ambient media in public spaces can increase public participation in local culinary promotion campaigns.

3.4 Potential of Ambient Media in Advertising Media

Based on the findings, it shows that ambient media has high effectiveness in marketing communication strategies. From the aspect of creative messages, ambient media is able to attract the attention of the audience through elements of surprise and strong integration with the environment so that the message conveyed is easier to remember and understand. In addition, from an experiential marketing perspective, ambient media provides a deeper experience for the audience through sensory, emotional, and participatory interactions which strengthen their involvement in a brand or campaign. Audience response to ambient media also showed positive results, where this form of communication not only creates visual appeal, but it also contributes to increasing social awareness and influencing audience behavior.

It answers 3 Research Questions (RQ) that ambient media has great potential to continue to develop as an effective advertising medium in the future. Its main advantage in creating a more interactive and memorable advertising experience makes it relevant in an era where audiences are increasingly selective about the information they receive. The increasing trend of experience-based advertising, ambient media has the potential to become a primary strategy in building closer relationships between brands and their consumers. Therefore, further research on the implementation of ambient media in various industrial sectors can further strengthen its position as a sustainable advertising innovation.

Therefore, the result of this study emphasizes that ambient media has a significant impact on marketing communication strategies. Through a creative message approach, experiential marketing, and audience response analysis, ambient media has been proven to be able to attract attention, increase engagement, and create unique experiences for consumers. In addition, this study shows that the use of innovative and contextual ambient media can strengthen brand associations and positively influence audience behavior. Thus, ambient media has the potential to become an increasingly relevant advertising strategy in the digital era and interaction-based experiences.

4. Conclusion

This study emphasizes that ambient media has high effectiveness in marketing communication strategies. With a creative message approach, ambient media is able to attract the attention of the audience through elements of surprise, integration with the environment, and direct interaction. Previous studies have shown that the use of innovative design and sensory experiences can strengthen audience engagement with a brand or campaign.

From an Experiential Marketing perspective, ambient media not only conveys information, but it also creates a deep emotional experience. The SENSE, FEEL, THINK, ACT, and RELATE approaches have been shown to increase audience engagement and encourage desired behavioral changes. In addition, audience responses show that ambient media is more effective in increasing social awareness and influencing behavior compared to conventional media.

With the increasing trend of experience-based advertising, ambient media has the potential to be a relevant strategy in building closer relationships between brands and their consumers. Unlike traditional advertising, ambient media focuses on creating unique and immersive brand experiences by integrating advertisements seamlessly into everyday environments. This approach not only captures consumer attention more effectively but also fosters emotional connections, making brand messages more memorable. As businesses across various industries seek innovative ways to engage their audiences, the adoption of ambient media continues to expand. Therefore, further research on the implementation of ambient media in different industrial sectors can help strengthen its position as a sustainable and impactful advertising innovation.

References

Abdussamad, Z. (2022). *Metode Penelitian Kualitatif*. Syakir Media Press.

Anwar, C. (2018). *Ambient sebagai Media Kampanye Keselamatan bagi Pengendara Sepeda Motor di Jakarta Timur*. http://repository.unj.ac.id/1091/1/LAPORAN PKSR CHAERUL ANWAR 2415110992.pdf

El Chidtian, A. S. C. R., Nisa, D. A., & Dewi, R. S. (2023). Perancangan Ambient Media ILM Bahaya Virus Covid-19 di Ekowisata Mangrove Wonorejo Kota Surabaya. *Ars*, *26*(1), 29–38. https://doi.org/10.24821/ars.v26i1.6134

Fauzy, D. A., Sumargono, I., & Hidayatulloh, M. (2018). *Kampanye Cegah Tindakan Power Harassment Di Sekolah Dengan Metode Attending And Empathy*. *4*(November), 274–282.

Fernando, V., & Muhammad adi sukma nalendra. (2024). Analisis Semiotika Billboard Setengah Jadi Dari Kitkat Berjudul "Break" Oleh Jwt London. *Jurnal Rupa Matra*, *2*(2), 144–151. https://doi.org/10.62375/jdkv.v2i2.269

Hanif, M. A., Mustiawan, & Rahman, N. (2025). *Jurnal JTIK (Jurnal Teknologi Informasi dan Komunikasi) Komunikasi Persuasif Coffee Shop melalui Strategi Experiential*. *9*(March), 378–388. https://doi.org/https://doi.org/10.35870/jtik.v9i1.3356

Ilmamsyah, M. T., Andreana Lingga Sekarasri, & Heriyanto Atmojo. (2022). Kampanye Sosial "Stop Pelecehan Seksual Di Perkantoran." *Jurnal Dimensi DKV Seni Rupa Dan Desain*, *7*(2), 219–234. https://doi.org/10.25105/jdd.v7i2.10810

Iriani, D., Parman, S., Fa'iq Hafizh, A., Rachmawati, I., & Awalturrohmah Solihah, Y. (2023). Ambient Media Advertisement of Catur Insan Cendekia University to Improve Brand Awareness. *ADI Journal on Recent Innovation (AJRI)*, *5*(1Sp), 97–110. https://doi.org/10.34306/ajri.v5i1sp.998

Islamiyati, D. A., & Prayitno, E. H. (2022). Ambient Sebagai Media Kampanye Sosial Efek Sampah Plastik. *Qualia: Jurnal Ilmiah Edukasi Seni Rupa Dan Budaya Visual*, *2*(2), 81–87. https://doi.org/10.21009/qualia.22.07

Junaid, S., Andini, C., Satria, S., Alwi, W., & Amalia, A. N. (2025). The Analysis Of Culture Shock Experienced By Erin Gruwell In Freedom Writers (2007) MOVIE. *Journal of Islamic Culture and Literature (JICel)*, *4*(1), 85-108.

Kadiasti, R. (2018). Pendekatan Juxtaposition Sebagai Dasar Perancangan Ambient Media Kampanye Sadar Skoliosis. *Jurnal Imajinasi*, *7*(1), 9–18.

Kitchenham, B., & Brereton, P. (2013). A systematic review of systematic review process research in software engineering. *Information and Software Technology*, *55*(12), 2049–2075. https://doi.org/10.1016/j.infsof.2013.07.010

Kurniawan, Y. A., El Chidtian, A. S. C. R., & Yani, A. R. (2023). Perancangan Ambient Media Sebagai Media Kampanye Sosial "Sidoarjo Anti Diabetic" Untuk Remaja Usia 16-24 Tahun. *Jurnal Education and Development*, *11*(2), 348–354. https://doi.org/10.37081/ed.v11i2.5018

Latief, M. R. A., Jumari, R., Ardiansya, A., Lauren, C., & Derin, T. (2024). Digital Conversation Analysis on Screen-Captured Data: Comparing Instagram Online Discourse on Smartphone vs Laptop. *Elsya: Journal of English Language Studies*, *6*(1), 78-91.

Larasati, I., Yusril, A. N., & Zukri, P. Al. (2021). Systematic Literature Review Analisis Metode Agile Dalam Pengembangan Aplikasi Mobile. *Sistemasi*, *10*(2), 369. https://doi.org/10.32520/stmsi.v10i2.1237

Moussadecq, A., Darmawan, A., & Rohiman, R. (2022). Perancangan Ambient Media Sebagai Media Iklan Layanan Masyarakat Bahaya Adiksi Internet. *Gorga : Jurnal Seni Rupa*, *11*(2), 654. https://doi.org/10.24114/gr.v11i2.43009

Murwonugroho, W. (2020). *Laporan Penelitian Rhetorika Visual Pada Ambient Media Menggugah Daya Tarik Visual Dan Efektivitas Pesan Iklan*. 26–28. http://www.karyailmiah.trisakti.ac.id/uploads/kilmiah/dosen/Naskah_Penelitian_final_-_Rehtorika_Visual_-_Wegig.pdf

Mustiawan, Corliana, T., Agustini, N. A., Hariyati, F., & Wahdiyati, Di. (2024). *Islamic experiential marketing (A reception analysis of among Muslim McDonalds consumers)*. *3148*(1). https://doi.org/https://doi.org/10.1063/5.0244763

Othman, H. (2020). Ambient Ads as Unconventional Media Approach. *International Design Journal*, *10*(2), 269–278. https://doi.org/10.21608/idj.2020.81142

Prasetya, H., Wahdiyati, D., & Yunitasari. (2024). *Pemanfaatan Humor Dalam Komunikasi Relasional Sebagai Upaya Membangun Sense Of Immediacy Dikalangan Pengajar Pada Pembelajaran Melalui Media Online*. *4*, 11707–11722.

Pratama, M. Y., Yulius, Y., & Mubarat, H. (2023). Ambient Media Sebagai Kampanye Sosial Pentingnya Edukasi Bagi Calon Orangtua Untuk Encegahan Stunting Di Mariana Banyuasin 1 Sumatera Selatan. *VisART Jurnal Seni Rupa & Desain*, *01*(02), 144–162.

Putu Wiyano Wandowo, S., & Herry Prilosadoso, B. (2022). Reka Cipta Iklan Dengan Pendekatan Ambient Media Dalam Konsep Segitiga Insight Pada Desa Wisata Betisrejo Kabupaten Sragen. *CITRAWIRA : Journal of Advertising and Visual Communication*, *3*(1), 92–115. https://doi.org/10.33153/citrawira.v3i1.4623

Rahman, F., & Amir, P. (2019). Trends in Reading Literary Fiction in Print and Cyber Media by Undergraduate Students of Hasanuddin University. *International Journal of Education and Practice*, *7*(2), 66-77.

Rahman, F., Abbas, A., Hasyim, M., Rahman, F., Abbas, A., & Hasyim, M. (2019). Facebook group as media of learning writing in ESP context: A case study at Hasanuddin University. *Asian EFL Journal Research Articles*, *26*(6.1), 153-167.

Reyhan, M., Studi, P., & Komunikasi, D. (2024). *Perancangan Ambient Media Tentang*. *1*, 161–173.

Tinarbuko, S., & Putra, M. E. P. (2022). Perancangan Ambient Media: Wahana Komunikasi Visual Promosi Penggunaan Baso Pelembang Jabo. *TANRA: Jurnal Desain Komunikasi Visual …*, *9* (April), 54–62. https://ojs.unm.ac.id/tanra/article/view/32851

Tommi. (2023). Perancangan Ambient Media sebagai Media Kampanye Pencegahan Pelecehan Seksual di Lingkungan Kampus. *Kartala*, *2*(2), 26–35. https://doi.org/10.36080/kvs.v2i2.90

Widyana, N. A., Eldine, A., & Muniroh, L. (2019). Daya Tarik Iklan Terhadap Keputusan Pembelian. *Manager : Jurnal Ilmu Manajemen*, *2*(1), 91. https://doi.org/10.32832/manager.v2i1.1868

Wijaya, B. S. (2011). *Iklan Ambient Media: Konsep, Strategi Pesan dan Implementasi* (2nd ed.). UB Press Universitas Bakrie, Jl. HR Rasuna Said Kav. C-22, Rasuna Epicentrum Kuningan, Jakarta 12920.

Wijaya, B. S. (2019). *AMBIENT COMMUNICATION: Memahami Iklan Ambient Media Sebagai Model Komunikasi*. UB Press Universitas Bakrie, Jl. HR Rasuna Said Kav. C-22, Rasuna Epicentrum Kuningan, Jakarta 12920.

Yaumi, M. T. A. H., Rahman, F., & Sahib, H. (2023). Exploring WhatsApp as Teaching and Learning Activities during Covid-19/New Normal era: A Semiotic Technology Analysis. *International Journal of Current Science Research and Review*, *6*(12), 7627-7634.

Youngsun, K., Sosrohadi, S., Andini, C., Adinda, R., Jae, P. K., Yookyung, K., & Jung, S. (2024). Beyond the Korean Wave: Understanding the Motivation of Among Indonesian Gen Z to Learn Korean in the K-Pop Trend. *International Journal of Current Science Research and Review*, *7*(06).