
Analysis to Users' Reaction on Weird 3D Animation Videos on Instagram

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Abstract

Abstract— Currently, Instagram is the most favourite social media platform in the Indonesia and Instagram is already ranked as the 7th largest social media worldwide with the number of users around 800 million in January 2018 (Wearesocial.net, 2018). The main purpose of Instagram is to channel users' visual ideas in form of photos, digital arts and videos. Besides, Instagram can also be a promotion tool for art. Here, users can find accounts with out-of-the-box contents, which tend to be disgusting or weird. One of the examples is @extraweg which produces 3D Animation videos. The content creator uploads digital arts which successfully attract Instagram users' attention, resulted in both positive or negative reactions. Therefore, this research aims to study users' reaction on some of the most viewed videos uploaded by @extraweg content creator. The result shows that there are pros and cons from the users. Pro comments on @extraweg's account shows that people love and satisfy with its 3D animation art works. On the other hand, there are people who feel uncomfortable with the videos.

Keywords

3D weird animation, Instagram, Users' reaction,

1. Introduction

People who live in digital era are demanded to have information technology skills. Recently, communication is no longer be built from mouth to mouth; it put more emphasis on communication which connects people through the internet. Needless to say, it drives communication companies to create social media platform with its particular characteristic. Related to population in Indonesia, Koinworks (2016) show that among 200 million citizens, 30% of them have been accessing social media. Social media mostly functions to connect people all around the world and make it easier to access various information.

Social Media can be used as one of effective marketing strategies as social media is broad and equipped with filters. So, it can be selected to whom our ads will be addressed. Now, more and more people are using social media as promotion tool because the cost is cheaper than conventional promotions and has wider coverage. That is why the business of social media services is growing so well and more people are competing to create promotion via social media that can be profitable in the future. No other purpose of making this social media on top is to help and facilitate humans in establishing communication with each other. (Buffer.com, 2018). As the needs of human life evolve, social media platforms are demanded to offer more in-depth features.

The main purpose of this research is to analyse the reaction from one of the most popular social media platform in the world, It is Instagram. In Instagram there are a lot of

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various contents such as aesthetic photography, fashions, business, music, into digital artworks. This study, researchers analyse about the pros and cons comments on one of Instagram's account which served a unique digital artwork.

2. Instagram as a Social Platform

Since its launch in October 2010, Instagram has attracted more than 150 million active user. Its user reaches 55 million photos uploaded per day and more than 16 billion photos shared in 2013. The success obtained from Instagram has reinforced the latest report stating that the photos and videos they have uploaded on Instagram have become the main online social currencies (Rainie, Brenner, and Purcell, 2012). Instagram is taking photos and videos that are popular in various mobile applications, with more than 150 million registered users since it was launched in 2010. Instagram offers users a unique way to send various images and videos using smartphones and more.

Furthermore, Instagram implements a variety of filter tools which can be used to change image appearance and shared to other internet users, or commonly labelled as netizens, instantly on various platforms, like, Twitter and Facebook which go alongside the user's Instagram page. Instagram also adds captions, hashtag (#) symbols that are used to describe images and videos and tag or mention other users by @ symbol that effectively creates links from posting to particular user accounts referred before posting. In addition, Instagram has a function to capture and manage photos, as well as to provide social connectivity similar to Twitter, allowing users to follow a number of other users, called followers.

3. 3D Weird Animation Videos on Instagram

Initially, Instagram only targeted users in the photography industry; however, around 2016, Instagram began upgrading its features, such as, Insta-story, Insta-live, and so on. Therefore, Instagram users are required to be more creative. With the upgraded features on Instagram, users can freely express ideas in their minds as long as they do not contain ethnicity, religion, race and intergroup relation elements, as the following issues can be reported as violation by other users. Instagram celebrities or users with numerous followers are increasingly vying for their existence and for more followers. Some Instagram celebrities even make the content so out-of-the box, like, @extraweg account. @extraweg is an alias name for its creator, Oliver Latta who comes from New York. Oliver Latta is a German director and 3D artist. In the past, he was also known as *Extraweg*. *Extraweg* was a design student at the Bauhaus University in Dessau and spent his last years working as a motion designer at Sehnsucht where he worked as internationally recognized German studio film, animation, and visual effect.

Extraweg became an social artist as he inspired by his daily life. He created artworks and then addressed to netizens in a way that is so ambitious and some made them uncomfortable. Then Latta tried to focus on creating artworks which provoked the sensation to the viewers and forced them to think the sensation for themselves. This account mostly posts artistic yet disgusting artworks that ended up in various impressions.



Fig 1, @Extraweg's account, RELEASED.

From this post, @extraweg seems deliver the explicit meaning that human was born from the acne. On this post, there are 9,901 comments and this is the post with the most comments on @extraweg account.



Fig 2. @extraweg's account. ANGRY

One of the posts that @extraweg was uploaded is the videos with the caption "ANGRY", from it post, the user uses the human's heads as a tooth and chewing them.



Fig 3. @extraweg's account. "Step Into The New Matter"
This videos show us that all human can through anything.

4. Methodology

This research used a descriptive-qualitative approach, where the data sources from this study were taken from Instagram. According to the Social Media Research Group (2016), this research can be categorized as social media based research because the data is sourced from the relevant social media. There are two types of social media-based research, namely social media used as a research tool (in the form of surveys conducted on certain social media) or research based on the activities or contents of social media. In this study, researchers adopted the second type, because researchers collected data in the form of Instagram user comments in the phenomena 3D weird animation videos that attract internet citizen in Instagram. This study is based on data which were collected from three videos comments on @extraweg account.

5. Analisis and Discussion

From several videos which have been uploaded by @extraweg, the researchers chose posts with the highest number of viewers and comments. The researchers find that post with the most viewers is for the video uploaded on 8 of June 2017 under title "Step into the New Matter." There are 3,849,907 users had watched this video. In this video there are 4,407 comments which 65% from 4,407 comments appreciated and amazed the video, but 35% of 4,407 comments felt disgust and uncomfortable with the content. Hence, video with the most comments comes from video uploaded on 18 January 2019 under tittle in "Released". In this video there are 9,903 comments from the internet citizens. So, in this video there are 73% of 9,903 con comments because it is considered inappropriate for the post and some comments on the video are disgusting. While 27% of 9,903 comments are pro or agreed to this video, because they thought the video was an outstanding artwork. In the video posted by Instagram account @extraweg which was published on April 26, 2017

with the caption EYECATHER, there were 87% of 907 comments that are contra or disagree with this video. Because this video has an element of destruction of one human eye by representing it with squeeze. Then they assume that this video is a disgusting video, and makes them uncomfortable even they become involved in what is contained in the video. While 13% of the other 907 comments are pro against this video, some of them commented that this video was very interesting and they liked @extraweg's work.

Table 1.
Tables of Comments

Videos	Pros	Cons
“Step into New Matter”	<ul style="list-style-type: none"> • "It's disgusting but, satisfying? 😊" - @dwicahya_aa • "This is a really sweet video!" - @in_atmospheres • "Don't know why i'm looking your work. I don't know what this mean, but Feels so realistic and i can feel that skin" - @letteringvideo 	<ul style="list-style-type: none"> • "This is disgusting and uncomfortable, what's people think is "satisfying"? - @neju_jo • "I feel uncomfortable" - @confusedfarah • "This is making me feel claustrophobic"- @pagieberzenski
“RELEASED”	<ul style="list-style-type: none"> • "Huh is this a new discovery"- @tjonsonfinestedit • "Make more video"- @zzzbeth • "Am I weird pr is this kinda satisfying" - @tazz.tqq 	<ul style="list-style-type: none"> • "Can't stop watching this, have a problem"- @naledintshirogeng • "Very frustrating"- @putriknwdawae • "Your fucked this shit ain't art"- @j_hastie24
“EYECATHER”	<ul style="list-style-type: none"> • "Fantastic work. I used to do simulations myself. Love these!"-@briller • "Love it" – @nobodygo • "This work is incredible"- @sun.a,rose 	<ul style="list-style-type: none"> • "Such a physchopat" - @mia.nurula • "Do this with a heart please" - @z.al.qallaf • "This is making me uncomfortable"- @shorthairedg0ddess

Conclusions from some commentators who considered the work of @extraweg to be a remarkable masterpiece are artists who worked or interested in the art world. For example positive comments from @letteringvideo accounts. This can be caused because the background of his work is lettering art. Another positive comment is from @briller. He says that it's a fantastic work, it could be because he is a Youtubers who are created the content that related to art. In another hand, users see it as a negative content because of the work background or their disinterest in art. For example, account @neju_jo and @confusedfarah

are just an Instagram user that don't have an artist background.

After we analysed the comments, we know whom are comment positively from the users that have background as an artist. So, the weird 3D animation considered satisfactory. On the other hand, some of the users that they are cons of the videos. There are 45% of the commentators who state that they feel uncomfortable with the uploaded contents. From the aforementioned discussion, it shows that the work of @extraweg has succeeded in creating new provoking artworks that triggered pros and cons. This is in accordance with the initial mission @extraweg to make other people feel mocked and confuse the audience's feelings which can be seen on the website of @extraweg that Extraweg provoke emotions, aim to be different, outstanding and innovative, take risks and push the boundaries. (Extraweg, 2019). Our analysis as a researcher is that @extraweg succeeded in realizing the main goal of creating this digital artworks that provoked the audience but it was even better to think about humanity's side as an object of art.

6. Conclusion

Information and technology development brings human being to digital era. It also affects human lifestyle to become all-round the internet. In this way, the use of social media becomes a living necessity for every human being nowadays. One of the most used social media is Instagram. Instagram is used as a means of discussion and sharing about the lives of its users and it is also used as a medium for doing business for some of its users. Aside from being a business medium, Instagram also functions as a medium to attract attention by posting provoking artworks. It is done by @extraweg or Oliver Latta to test possible market for his artworks. @extraweg account is one of successful Instagram accounts in developing provocative animated content. In fact, some viewers or followers come up to two different ends; those who actually like and appreciate the artworks and those who dislike them.

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