

**CONSUMER PROFILES ASSIGNMENT
CONSUMER BEHAVIOUR: TEAM LAB AND
FUTURE PARK**

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The Event

TeamLab and future park Is an event that presents an interactive art exhibition that uses technology with the concept of collaborating and creating new work of art. The concept is a creative experience and allows visitors to join and create new works of art. This exhibition originated from Japan and has come to Jakarta. The exhibition is open to the public from 20 June to 20 December 2019 located in one of the most popular malls in Jakarta, Gandaria City 2nd Floor. To provide an optimal experience for visitors, they have a maximum visitor limit for each session. The exhibition will open every day starting at 10 am- 10 pm and divided into 8 sessions that have a maximum visitor limit. From the information we get, each session will be limited to 90 minutes. ticket purchases for BCA debit or credit card users are given a special price. Ticket prices for children (2-12 years) and adults (13 years and over) are IDR 180,000 on Monday-Friday and IDR 230,000 on Saturday-Sunday.

Our team chose this event because teamLab and future parks are quite popular in Japan. This exhibition has actually been present in Jakarta in 2017. However, they claimed that this time certainly brought a different color. The scale is even bigger and more diverse. According to the CEO, TeamLab also has an interesting Instagram account that really attracts us to visit and join. It has colorful photos that represent the event and also use celebrities and influencers for marketing, to post their experiences during the event to attract more customers.

The first experience they provide is called immersed and reborn. This is a place where we can see a variety of living creatures drawn by ourselves. Basically first we draw and paint on the paper provided after you scan your drawing and the animals and flowers will come alive in the exhibition room. standstill and will make the effect of flowers bloom in your surroundings when moving flowers will spread following you. by approaching animals, they will feel your presence and they will move. The second experience is called sliding through the fruit field. This is the slide where the fruits are, the experience needs you to slide down the incline when your body hits the ball, the ball will fly around and transform growing plants.

The third experience is called the light ball orchestra. The ball in your head bag is connected, if you touch one ball, the ball around it will be affected, so the color will change throughout the room. roll the ball in front of you and the ball will color and produce a sound. In this room you can use your body to touch the ball consisting of various sizes, so you can change the color of the sway and also form a music orchestra. The fourth experience is called a sketch aquarium, where participants are welcome to draw and color sea creatures. After that, their images will be scanned and projected on a virtual aquarium. participants will see the results of their creations live and swim with other creatures participants can also touch and see the fish go swimming.

The Consumer Profiles

- **Stephanie**

Age: 30

Domicile: Kuala Lumpur, Malaysia

Profession : Project Manager in Malaysia

Her motivation for coming to this event is because there is another TeamLab event in Tokyo and she wanted to experience the future park in Indonesia beforehand because it's closer to going to Indonesia rather than going to Tokyo. She learnt about the event through social media (Instagram) and she bought the ticket on the spot. The event however did not fulfill her

expectations as she expected the event to have more attractions to enjoy. She also thought that the event was not worth the price. She said she would visit this type of event again, but in another place or country such as the one in Tokyo, the one she originally wanted to visit, not the one in Indonesia.

- **Alicia**

Age: 20

Domicile: Jakarta, Ciledug

Profession: Student of London School of Public Relations

Her motivation for coming to the future park was because she was curious about the technology to create a work of art. She felt that she wanted to spend her free time in a different way. She found out about the event online through social media (Instagram) and she bought the ticket on the spot. The event did not fulfill her expectations towards the event. She felt that the amount of money that she paid was not worth the attractions that has been provided by the event. She also mentioned that the queue for one of the attractions (sliding through fruit field) was really crowded. It took a long time just for one slide. She would not visit the event again in the future.

- **Astro**

Age: 24

Domicile: Jakarta

Profession: Founder of Sansfood

His motivation for coming to future park contemporary art exhibition is to propose to his girlfriend, he thought that it would be romantic and unique to propose to his girlfriend in an art exhibition event, the second time visited future park, the first one was to plan and organize the surprise proposal. He found out about the event through instagram and bought the ticket offline (on the spot) and his experience towards the event was worth it and he would visit the event again sometimes just for memories.

- **Kautsar**

Age: 26

Domicile: Jakarta

Profession: Office worker

Motivation for coming to the event was pure curiosity and just spending time with his date it is the second time that he visited the event. He learnt about the event through instagram and bought a ticket on the spot. His experience towards the event was disappointing, he expected a grander, much more vibrant features in the event, he said that the whole event wasn't spectacular enough given the price and that this will be his last time he visits the event.

- **Emerensia**

Age: 22

Domicile: Depok

Profession: Student of Universitas Multimedia Nusantara

It is her first time visiting the event. Her motivation for coming to the event contemporary art exhibition is because she saw a post of pictures of her friends going there on Instagram. She also said that she knew about future park from instagram and saw the account first before deciding to go to the place and bought a ticket on the spot, she thinks that the event was not

worth it and too pricey. There are only 5 attractions that have been given by the future park and she feels that it is too expensive for such little experience. She would visit the event again if they improve their event or if they reduce the price

Discussion and Conclusion

Our team concluded that the majority of our interviewees were not satisfied and did not meet their expectations from the event. The event may offer an innovative approach to the traditional art exhibition. However, the pricing is unfit with the customers' expectations. Our team analysed that the future park selling point is due to this generation's people tend to come to this or similar event to put it on their instagram, Because recently temporary art exhibition has achieved the term "instagramable" where if a place is "instagramable" they are adequate to put it on their instagram

Based on the results of the interview, we found many similar answers from our interviewees. The majority said that the entrance ticket was overpriced. The main reason for the answer is because they did not meet their expectations from the event. There were just 4 types of art exhibitions that were shown at the event. We also found an interesting answer that was different from other interviewees. One of our interviewees came to the event in order to propose to his girlfriend. One of the art exhibitions was clearly useful to help him propose to his girlfriend by using the big screen that has been provided for the art exhibition.

Our team may suggest the event to reduce the price of the entrance ticket because it is overpriced. They could also add more concepts for the art exhibition if they do not plan to reduce the entrance ticket. The reason we suggest that is because the majority feels that the event was not worth the price. The event also needs to make sure that the facilities or the art exhibitions work properly because some of our interviewees experienced that the facilities or the art exhibitions did not work how they are supposed to be. Our team also suggests that the event should not be divided by sessions. The reason is because we feel that with the money that we paid for the tickets, we cannot enjoy the event as long as we want. They also need to figure out how their concept could make their customers meet their expectations.

Our team learned and experienced the use of technology in terms of creating an art and also making customers collaborating by drawing on given papers and our drawings will be shown on the screen. We also experienced the use of technology that is requiring our motions on the slides section. The exhibition also shows that art is ageless because even in modern times, art can also be implemented with the most advanced technology, future park also symbolises that Technology is symbolised as rational and stoic can be harmonised with art which symbolised as irrational and abstract

References and Attachments

In total there were 10 questions that we thought up off and they are as follows:

Questions

1. What is your name?
2. How old are you?
3. Where do you live?

4. What is your profession?
5. What motivated you to come to this event?
6. Where did you learn about this event from? (Online, Friends, Radio and etc)
7. Did you buy the tickets online, or on the spot?
8. Are you satisfied with the event?
9. Did the event fulfill your expectation?
10. If the event were to happen again would you visit it?

Photos from the event:





