



Camera movement' concept on social media in digitizing era

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ABSTRACT

Digital advertisement' with various visualization techniques affects human daily-life and lifestyle. Movement' Concept in advertising is in line with kinetic on digitizing era. It visualized through videography. The lack of research that has been done regarding the characteristics of camera movement as visual stimuli exposure in advertisements has led to further research on consumer perceptions. The case study is Adidas Originals Nite Jogger version Day & Night' Giseok Cho that has been released on YouTube, April 2019. Using Documentation Analysis with Computer Web-Based Q's for collecting data, this mixed-method research using one-shot case study, aimed to identify Camera Movement' Concept which applied into digitizing process. Several logical explanations of the audience's perceptions constructed by visual stimuli of Camera Movement' Concept on social media in Digitizing' era have been resulted; it relates to audience cognition and affection. The research concluded fast motion that is constructed through distortion as one of Camera Movement' Concept to gain audience attraction; and if it applied with Camera 360° could have more possibilities to construct exaggerated visual stimuli exposure in advertising.

INTRODUCTION

Information is a message; or message conveyed by the communicator or sender to the communicant or receiver with the aim of equating perceptions and changing one's mindset. In producing, processing and disseminating information, people initially used face-to-face methods as a means of delivering information. Communication that often occurs in the face-to-face method is interpersonal communication where someone talks to other people, or someone talks to other groups of people. In face-to-face communication, the messages used are analogous because the delivery of information uses natural media in the form of analogue human voice waves. Other messages that are analogue in face-to-face communication are facial expressions, intonation and tone. and gestures that are displayed reflexively when speaking.

The 21st century is a digital century signed by the rapid development of information and communication technology—that provides changes in all aspects of the life constellation—which is implication is that every nation including Indonesia must adjust to the demands of the era (Pratama, Sopandi & Hidayah, 2019). Along with advances

in technology, mass media and other technological tools have emerged as a substitute for face-to-face methods to facilitate the public in disseminating information. With the mass media and other technological tools, the process of disseminating information has developed and changed from an analogue format to a digital format. People do not have to meet face to face if they want to convey information, but can use other tools as a medium for conveying messages. People can save time and energy when communicating because they already use telecommunications devices such as cell phones and computers, because these media can deliver information that has been digitized or what is called digital information.

Digitization (or *digitizing*) is a term used to describe the process of transferring media from printed, audio, or video to digital forms. Digitization is carried out to create digital document archives, for photocopying functions, and to create digital library collections. Digitization requires equipment such as computers, scanners, media source operators and supporting software. Video documents can be converted into digital form with the help of a video

processing program. Currently, several areas of life are experiencing a process of migration to digital technology, with the aim of obtaining efficiency and optimization. Among other things, the digitization of the telecommunications sector, the broadcasting sector, government data, etc; enlarge medium communication into Social-Media.

Social-Media is part of the website and online media. Online media is a website that functions as an online forum or a means of social interaction, association, friendship, between people around the world. This online forum also functions as a means of sharing or exchanging information, mutual comments, and so on. In partial use of social media, based on previous research—it said that significantly could influence consumptive behaviour (Aziz et al., 2020). In this case, social media refers to Blog, Facebook, Twitter, YouTube, Instagram, LinkedIn, Flickr. The We are Social survey states that 150 million Indonesians actively play social media of the various types; 88% of YouTube is the most played, especially for playing music. Apart from YouTube, the social media that are mostly used by Indonesians are WhatsApp, Facebook, and Instagram. According to the survey, each user has an average of 11 social media accounts, with surfing time of around three hours per day. Most of the users of social media in Indonesia are between 18-34 years old, and more than half of them are male.

As a communication strategy that aims to target audience insights, advertising is a form of consumerism that can encourage people to respond to products or services positively or negatively and thus lead to the emergence of purchasing behaviour. Without prejudice to aesthetic issues, advertising as an instrument that serves to present the message visually must contain efficiency, which means that messages received by the audience can be identified in one delivery (Safanayong, 2006). With so many other products that also use advertisements, to bring a product closer to consumers, it is necessary to have communication approaches that are certainly close to the target.

The rising of globalization influencing the communication process: person to person; product to product; brand within brand; brand / product to person. Information in digital advertisements must have the potential to attract attention are advertisements that have a strong appeal within their visual structure (Indriarto, 2006); which can direct consumers to evaluate products or services based on the information presented in advertisements (Laskey et al., in Indriarto, 2006). Accuracy in planning and designing good advertising messages can bring out the effectiveness and efficiency of advertising according to the target. The creative components of the advertisement can be images or illustrations, layouts, and / or verbal creativity (wording). The use of technology in a

positive way will give a huge impact in the world of many areas, also make learning material (or information to the audience) more attractive (Tanjung, 2019).

Ecology development makes it easy to give birth to new innovations in technology-based learning (Fathoni et al., 2021). Development of media, can be done for various levels (Ilmi et al., 2019). Although there is still debate whether an advertisement should always contain elements of words and images or whether the two can stand alone as separate components, the alignment of the two elements is considered to have the potential to be more effectively combined than individually in informing a message (Sihombing, 2010). In this case, the optimization of the audience's perception of the brand through basic components in the form of (1) Brand name; (2) Graphical presentation; (3) Headline; (4) Tagline; (5) Brand history is positioned as a complementary unit which were integrated into digital advertising using audio-visual on social media.

Adidas, founded by Adolf (Adi) Dasler, is a German shoe company which since the 1920s began producing shoes. The Adidas Group has been part of the sporting world for approximately 80 years, with a strategy of continually strengthening its brand and improvising the competitive differentiation of its products (Dewi et al., 2017).

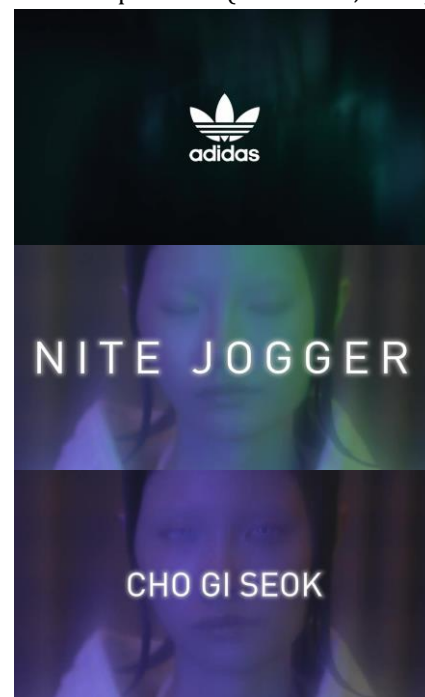


Figure 1. Opening Frame of *Adidas Originals Nite Jogger* version *DAY&NIGHT* GISEOK CHO. Released on YouTube Adidas Korea in 2019 Retrieve accessed <https://youtu.be/JFQPz6E7whI> Nov 29, 2021.

Global competition in work life is an inevitable dynamic since the opening of free markets (Hayati et al., 2020). Adidas Night Jogger series of advertisements is digital advertisement via the internet that can attract wide target consumers, both in terms of advertising ideology—and one

of them, is also by presenting graphics that apply the characteristics of Camera Movement' Concept as a visual vocabulary on social media. This video release on YouTube Adidas Korea in April 17, 2019, endorsing Giseok Cho as the main artist, and have reach 1,6K viewers until last 2021. In digital advertisement series, this slogan was divided into several series that endorse sports not only in athletes; but, also in hype-context as a lifestyle; and has expansion segmentation.

The Camera Movement' Concept is a distinctive way of depicting objects which are assumed to have perceptual value in line with the trend of the technological era which bases its activities on 'Kinetic' (Thomas, 1994). In the still image field, several perceptions of Movement apply, including Apparent Movement and Implied Movement (Arnheim, 1997). The few studies that have been done regarding the movement' concept as visual stimuli exposure have triggered further research on consumer perceptions of moving image as a graphic presentation strategy in digital advertisement on digitizing era, especially the characteristics of movement that are in line with the development of the current kinetic era; becomes important in its relations to consumer perceptions. The research take the *Adidas Originals Nite Jogger version DAY&NIGHT' GISEOK CHO* as the case study—which the formulation of the problem in this research aimed to identified in several thesis research about how the application of Camera Movement' Concept in digitizing era relates to the emergence of the audience's cognitive and affective responses; and the visual vocabulary factors that attract the attention of the audience in digital advertisement in relations to the camera movement' concept in the process of forming audience cognition and affection.

METHODS AND MATERIALS

Scope of Research

Erika Oppenheimer expand the Karl Duncker's results research that is related to visual aspects which can specifically form an optimal perceptual process of Movement. This study reveals that if integrated in the right formulation, the visual aspects given as a specific stimuli exposure can bring out the expected perception, which in Erika Oppenheimer's research she developed based on moving media (film), related to Motion or Movement. (Dewi, 2017) In Camera Movement' Concept, there is *slow motion* and *fast motion* to drive into speed of motion or frame mobility in film (Bordwell et al., 2017).

The main theory used in this research is a theory that is in the study of design psychology, especially the psychology of perception in design. Perception in terms is usually associated with how the person senses his experience of objects or events, so that whenever a stimulus stimulates the person's senses, then the process of inducing

perception can occur. In this case, the formation of perceptions is psychological in nature and is heavily influenced by experience, education, and the social environment in general. Perception includes the receipt of stimuli (inputs), organizing the stimulus and translating or interpreting the stimulus that has been organized; so that people can tend to interpret the behaviour of others according to their own circumstances (Sears et al., 1994).

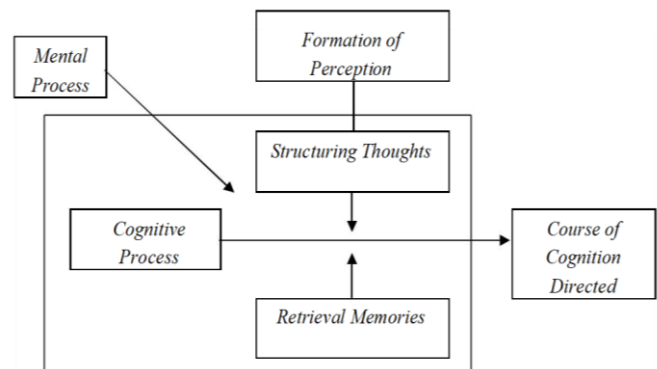


Figure 2. Blumenthal's (1977) Cognition Process Model

Source: Foundations of Cognitive Theory: A Concise Review, Clint Grider (1993) (Dewi et al., 2017)

In the study of design psychology theory, the perceptual process is concerned with obtaining specific knowledge about events at certain times that occur whenever a stimulus moves the senses. In this case, there is a process of knowing or recognizing objective objects and events with the help of the senses, the meaning of which is psychological in nature and is strongly influenced by experience, education, and the social environment in general. Blumenthal's (1977) cognitive process model suggests that the initial stage of translating stimuli is a mental process, a cognitive process formed from several elements. In the processing of stimuli, the human brain can mix up memories and process them into imagination. In this case, the structure of the mind and the physiological sensory system are all controlled by the brain. The basic concept of sensation as the initial formation of attention in the translation of stimuli is grouped into several processes, namely stimulation, transduction and threshold. (Dewi, 2017)

This model shows that the formation of attention so that it becomes a perception that leads to behaviour resulting from cognitive processes is closely related to the learning process, memory processing, selective attention, and desired expectations. In this process, changing data as a stimulus can cause a change in meaning even though the object is the same. This supports the assumption that early stimuli as a form of audience cognitive attention are one of the important factors to pay attention to. As the next stage

of attention, perception, which is part of the cognitive process, consists of (1) Visual Perception, the perception obtained from the sense of sight; (2) Auditory Perception, obtained from the sense of hearing (ears); (3) Tactile Perception, obtained from the tactile senses, namely the skin; (4) olfactory perception or olfactory obtained from the sense of smell, namely the nose; (5) Perception of taste or taste obtained from the sense of taste, namely the tongue. This research is limited only to Attention as an initial stage in the formation of Visual Perception, especially in Movement Perception.

Movement 'is a change in the position of an object from the initial equilibrium point. An object is said to be moving if the object changes its position to another object, whether it changes its position away from it or which it is approaching. When viewed from the movement of an object, there are several types of perceptions that occur, namely (1) Real Movement, and (2) Apparent Movement. Some kinds of Apparent Movement are Stroboscopic Movement, Induced Movement, Autokinetic Effect; (3) Graphic Movement; (4) Implied Movement (Arnheim, 1997). Regarding the organization and translation of visual stimuli, as a supporting theory, this study also uses Gregory's Cognitive Theory which reveals that personas understand what they see through mental processes in which their brains are constantly looking for familiar things. The brain has a tendency to organize sensory data on objects (Safanayong, 2006). This theory is also in line with the Huxley – Lester Model which reveals that sight and thought are inseparable. The stages of Huxley's theory include sensation, selection and perception (Safanayong, 2006).

Supporting theory is also used to analysing the audience's perceptual process of the stimuli presented by print advertisements. Attitudes towards advertising work through a process of response or reaction of viewers to advertising elements. These responses and reactions can be interpreted when the viewer is seeing, hearing or thinking about an ad. Rossiter and Percy in Richard Oliver (1997) state, "*Processing responses are made to stimulus details (elements) contained in the advertisement. These elements or stimuli, depending on the advertising medium, can be pictures (still or video), words (seen or heard), music or other special effects, that comprise the various details of the ad.*" That is, the audience response process occurs by stimuli contained in the advertisement. These stimuli depend on the advertising medium, it can be in the form of images or colours, audible words (sound) or written words, music, and other special effects or movements, which consist of variations of advertisement details. The same thing is explained in the explanation regarding visual queries in the process of 'seeing' (Ware, 2008).

In this regard, to support the analysis of the influence of stimuli on the appearance of attention as an initial response

to stimuli organizing by the audience, the author uses Behavioural Theory which holds that the formation or change of psychological responses in a person can occur not because of changes in beliefs and attitudes, but due to experience and interaction with the environment; for example, a design or an image can strongly influence psychological responses without them knowing it is there. Behavioural views that the formation or change of audience response is the result of exposure stimuli (Pawitra, 2001).

On social media, because of speed become one characteristic that have to be shown on its medium that uses, then, camera movement concept taking role for giving stimuli exposure to the audiences. Several camera movement concepts applied on various cinematography technique of *Fast-Motion*, i.e. Distortion, Plural Imagery (especially on animatic video) and *Slow-Motion* (which is applied on the foreground or the background to visualized that one object move faster than the other object in front of or on the background). The camera movement' concept become one of camera visual vocabulary to construct visual narrative and/or creates dramatic impression causes of that movement on the video—also, scope area of research.

Research design

Combine with Documentation Analysis, this research is a sequential mixed method, where the data processing statistically; and interpreting based on literature and reference theory. The arguments underlying the choice of the mixed-method sequential approach as a research method in this study are based on the research objectives, identifying and analysing research parameters that are developing dynamically (Creswell, 2014). This research also using one-shot case study; which is developed as preliminary research, to seek further recommendation to the answer the problem statement in scope area of research. The author collects primary data which is used to objectify the categorization of the research unit using a questionnaire, where the video *Adidas Nite Jogger Day&Night Giseok Cho'* series will be tested on 42 respondents to determine the audience's response to the digital advertisement. In this case, the distribution of respondents is still not classified inhomogeneous segmentation categories, and questionnaires in the form of digital or computer-assisted and web-based Q's.

Research Procedure

In this study, two data were collected; primary data which is data related to audience perceptions of Camera Movement' Concept on advertisement in social media and the emergence of cognitive and affective responses that are directly obtained through questionnaires distributed to respondents, and qualitative data in the form of text and images. It is obtained using documentation analysis in the form of video taken from the Adidas digital advertising.

Data Collection and Data Analysis

This research requires statistical analysis and textual analysis as stages in drawing interpretation of the results from data synthesis. In the research phase, at the initial stage, data collection was carried out using a questionnaire instrument to test theories and concepts related to audience perceptions of digital advertising on social media with the application of Camera Movement Concept and their relation to the emergence of audience cognitive and affective responses. Quantitative data is needed to support the synthesis of data resulting from textual analysis revealed through qualitative methods by exploring a number of cases and individuals, as well as describing and analysing the audience's attitudes, perceptions and thoughts.

RESULTS AND DISCUSSIONS

Results

The distribution of questionnaires to map problems related to *Adidas Nite Jogger Day&Night Giseok Cho* advertisements which were the object of research was carried out with questions directed at research questions. The largest number of respondents who filled out the questionnaire were men at 61 percent, and men at 39 percent. In terms of age distribution, the age level of most respondents who filled out the questionnaire was in the age range of 30-34 years. In that age range, psychologically, it is identified to be in the adult age range who has the ability for cognitive development and in-depth analysis, including the level of sensitivity to stimuli exposed to him. The following are the results of the research obtained:

a) Audience perceptions of the Adidas Nite Jogger Day & Night Giseok Cho digital advertisements and its relation to the emergence of the audience's cognitive and affective responses.

Figure 2 shows that from 42 respondents, almost 70 percent gave a tendency to affection responses, and 30 percent of respondents had cognition responses in various statement. Of the 8 questionnaire answer choices in Figure 3 below which consist of choices that lead to cognitive tendencies (2) I know this ad; (3) I think I know this ad; (4) What is this advertisement?; (8) I don't understand this advertisement; and the choice of answers that lead to affective tendencies are (1) Good advertising; (6) I don't like this ad; (5) I like this ad; (7) The advertisement cool; The results of the questionnaire showed that almost 70 percent of respondents' tendency of insight when exposed to the tested digital advertisements was to respond affective with various forms of sentences which are assumed to depart from references owned by respondents to indicate a good advertisement/stimuli /impressions/

cool or not. The questions given to respondents using Indonesian language.

However, this finding cannot ignore the almost 30 percent of respondents who answered the choice with cognitive tendencies. The percentages that are not that much different may indicate that in designing the advertisement it is related to the analysing process of audience, debating what is the affection and cognition is actually independent or interrelated in the perceptual process can be eliminated; and the object's perceptual process occurs because of the integration of all the sensory persons of the person and the stages of the hierarchy of effects which are correlated.

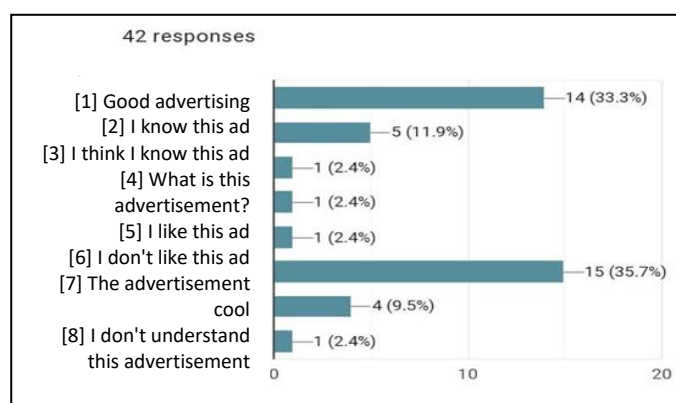


Figure 3. The results of the questionnaire that show the audience's perception of Adidas Nite Jogger Digital Advertisement

This finding may provide a new premise that in designing digital advertisements in relation to the processing visual stimuli that been doing by the audience', the debate whether affection and cognition are actually independent or related can be eliminated, so that the main elements in consumer analysis are grouped into three: 1. Affection and Cognition, 2. Behaviour, and 3. Environment. This is because in percept the visual stimuli, the audience as potential consumers, the cognitive and affective systems are considered as a form of psychological response that is influenced by the situation and becomes an integral part of the consumer analysis wheel, and is predicted to have autocorrelation or simultaneous correlation (Olson, 1999).

As an open reaction to stimuli processes (stimuli), human behaviour is essentially a human activity itself; behaviour is the action/action of an organism that can be observed or even learned (Robert Kwiek in Notoatmodjo (1992), in Olson, 1999). In the same book, Skinner (1938), a behavioural expert, argues that behaviour is the result of a relationship between stimulus and response. In visual perception, to be able to interpret the existence of "Movement" means that stimuli encourage visual thought motion processes, move the eye lens to compose message circuits presented through various graphics.

Related to this, when advertising is part of the visual communication process integrated in marketing activities and aims to "persuade" and/or change consumer behaviour and/or response to the product/brand that is raised, then in digitizing era, advertisement in "such a way" will designed to both inform and persuade the audience. In the design process carried out, the application of various graphic elements will be "arranged" in order to achieve effectiveness and efficiency in the communication process.

In this case, the Camera Movement' Concept assumed to have the "power" to cause a certain effect as an impact or influence on the audience, become a way of depicting a visible image related to a product/brand that can effectively "communicate" to the audience in its position as "silent. Communicator."

b) *Visual vocabulary factors that attract the attention of the audience in print advertisements are on the process of forming audience cognition and affection.*

63.4 percent of respondents think that in responding to a digital advertisement, visual narrative is main element compared to text and figurative logos are the most attention-grabbing visual stimuli. It could be in this case, because perception is more psychological in nature and is an advanced perceptual process after the absorption of stimuli based on personal sensation. But, the visual stimuli through technology—increasing its ability to serve tacit knowledge to the audience—also built possibility to convey message about multicultural (Dike et al., 2019). Digitizing era possibly shifting situation that lead the narrative consumption descriptive and the *communitization* important to be based on personification psychographics audiences to creates attention-getter.

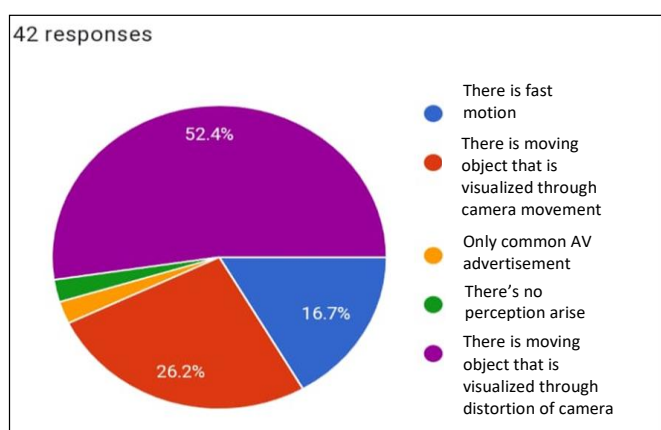


Figure 4. The results of the questionnaire showing how the audience' perception of stimuli exposure in *Adidas Nite Jogger Day&Night Giseok Cho*

Figure 4 shows that the audience get the distortion that has construct fast-motion through camera movement is the most stimuli which being attention-getter. It is possibly because the audience have selective attention that arises

because of the concentration of attention on certain stimuli, which in this case is the object in the advertisement. The fast-motion that's expose through distortion of moving-object became visual vocabulary (Figure 5)—a visual language which can influence one's cognition and give shape indirectly for someone to perceive their world (Sears et al., 1994). If it applied with Camera 360° could have more possibilities to construct exaggerated visual stimuli exposure in advertising.

In line with the behavioural view, the formation or change of psychological responses in a person can occur not because of changes in beliefs and attitudes, but due to experiences and interactions with the environment; for examples a design or drawing or the interior design of a building can strongly influence psychological responses without them knowing it. Behavioural views that the formation or change of audience response is the result of exposure to stimuli (exposure stimuli) (Sutisna, 2001).

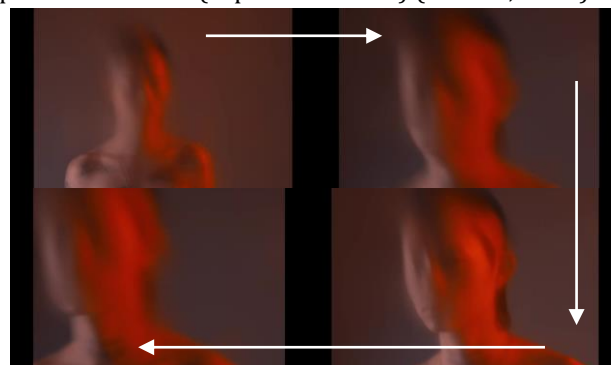


Figure 5. Fast motion - Distortion Effect on *Adidas Originals Nite Jogger version DAY&NIGHT' GISEOK CHO*. (Documentation retrieve accessed from <https://youtu.be/JFQPz6E7whI> Nov 29, 2020)

The use of modernity of science and technology which has an impact on technological advances as a channel of cultural communication, can optimize the unique way images can be implemented globally (worldwide) in digitizing era. Technology in different ways, can increase cognitive contact—immersiveness—between stimuli exposure and the audiences (Fitriati, 2019). In this case, refers to behavioural perspective, differences in learning process of visual stimuly will affect the audience mindset, character, potential, and ability to solve or defining the message (Karimaliana et al., 2021).

Discussions

Camera movements have held an appeal for filmmakers and audiences since the beginnings of cinema. Camera movements can increase information about the space of the image. Pan and tilt shots present new areas of the setting, and tracking shots and crane shots supply continually changing perspectives on it. As the camera shifts its point of view, objects or figures are usually revealed, so frame

mobility can create a flow of new information for the viewer. Camera movement can as well make objects seem sharper and more vivid than in stationary framings. Certain camera movements give bodies greater solidity. We tend to see camera movement as a substitute for our movement. When we see a forward tracking shot, we feel that we're approaching something or backing away. A crane shot that pulls away from something at ground level makes us feel a little weightless. Camera movement provides several convincing cues for movement through space. Indeed, so powerful are these cues that filmmakers often make camera movements subjective—motivated narratively to represent what a moving character sees. Camera movement can be a powerful cue for a point-of-view shot (Bordwell, 2017).



Figure 6. Fast motion on *Adidas Originals Nite Jogger version DAY&NIGHT' GISEOK CHO*. Camera Movement become the audience' eyes. The outdoor scenery become blurs of light, delirious fast motion renders the hectic rhythms of urban life (Documentation retrieve accessed from <https://youtu.be/JFQPz6E7whI> Nov 29, 2020)

A gymnast's performance seen in slow motion, ordinary action accelerated to comic speed, a tennis serve stopped in a freeze-frame—our films and videos are full of such effects. We don't often reflect on the fact that they depend on a photographic power unique to cinema: control over the speed of movement seen on the screen. More recent films have used fast motion to grab our attention and accelerate the pace, whisking us through a setting to the heart of the action. The technique can also be used for expressive purposes (Figure 6).



Figure 7. Slow motion with CGI on *Matrix Film* (Released on YouTube Flashback Film Making in 2019 Retrieve accessed <https://youtu.be/LaZJeVJ8CwU> Nov 29, 2020)

Today slow-motion footage often functions to suggest that the action takes place in a dream or fantasy. To enhance expressive effects, filmmakers can change the speed of motion during a shot. Often the change of speed helps create special effects. There are more extreme forms of fast and slow motion. *Time-lapse* cinematography permits us to see the sun set in seconds or a flower sprout, bud, and bloom in a minute. For this, a very low shooting speed is required—perhaps one frame per minute, hour, or even day.

For *high-speed* cinematography, such as recording a bullet shattering glass, the camera may expose hundreds or thousands of frames per second. Most cameras can be used for time-lapse shooting, but high-speed cinematography requires specially designed cameras. Many experimental films have played with the possibilities of altering the speed of original footage; or right now, on digitizing era, it is possible to do that speed of motion by using CGI (Computer Generated Image) (Figure 7).

The Camera Movement' concept directs certain information, accelerates the mental process of processing a stimulus. Adapting Reed (2004) in the book *Cognition, Theory and Application*, in this case, then, there are three functions of attention control, i.e.:

1. The audience performs signal detection on the emergence of specific stimuli that are exposed through print advertisements;
2. The audience performs selective attention, chooses a certain stimulus and ignores other stimuli, which is indicated by the presence of print advertisements with the application of certain Movement Features that are chosen the most compared to other print advertisements;
3. The audience then experiences divided attention; a process of responding selectively assigns attention resources to coordinate the implementation of several tasks at once related to the next stage after attention.

If it is related to the neurology of attention, or the relation of attention to brain function, in the controlled attention process the part of the brain that processes all the stimuli that is present is the anterior part which is located in the frontal lobe and the posterior which is located in parietal lobe, and this is in line with the research conducted by Culham et al., (2001). Both Karl Duncker and

Erika Oppenheimer assumed that the brain was interpretive (Arnheim, 1997). The brain uses heuristics and algorithms to process information signals. But in line with the research of Culham *et al.*, (2001), between the two the brain tends to rely on heuristics so that it will often make mistakes. These mistakes generally stem from perceptual illusions that cause us to see what really doesn't exist in the physical world. The type of illusion that describes the way the mind organizes visual stimuli as well as illustrates the importance of the mind in object recognition is an illusion called the illusory contour.

The ability to recognize various types of familiar objects is an amazing characteristic of humans. This recognition is a cognitive ability that is generally done quickly and without much effort. The existence of pattern recognition (pattern recognition) involves a complex interaction between sensation, perception, memory, and cognitive search with the aim of recognizing these patterns. In the process of recognizing 'Movement' patterns, humans 'reconstruct' the translation of sensations that attract their attention by actively selecting stimuli and combining the sensations with memories. In this process, pattern changes in the original stimulus can still be recognized due to unconscious interference, kind a process of spontaneously integrating information to compose an interpretation. Referring to behaviour related to subconscious intervention, the translation of stimuli resulting from an individual's contact with stimuli from outside himself that causes attention-shaping sensations can occur directly based on obtaining direct information from the environment.

CONCLUSIONS

Results of the research conclude several thesis : (1) Camera Movement' Concept in digitizing era is able to stimuli cognition and persona affection in perceiving visual stimuli to get the visual narrative as main plot on the video/film; (2) Although the visual appearance of objects exposed through fast-motion using distortion-effect, as an open response to stimuli, audience perceptions are still very likely to be influenced by other factors beyond the graphic presentation of digital advertisements, because according to the Blumenthal Cognition Model, the calling process memory in shaping perceptions is assumed to be a set of value attributes that are very likely to generate other responses from the audience that unconsciously result from other influencing factors. The results possible to expand on other research which is focusing on slow-motion and 360, technique on camera movement' for construct stimuli exposure that can reach the positive reactions as the audience responses; and make camera movement as the eye of the audience so it can be potential attention getter in digitizing era.

Author's Contribution

All authors discussed the result and contributed to from the start to final manuscript.

Conflict of Interest

The authors declare that we have no competing interests.

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