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Aesthetic Study on Sakucing's Instagram Channel as an Educational Media for Teenagers

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Abstrack

Cats are one of the most desirable animals to keep because of their cuteness. To get them, people usually buy them from pet shops, animal breeders, or adoption. However, not everyone who keeps them pays attention to the responsibilities and risks involved in keeping them. Many abandoned cats posted on social media show the lack of awareness and information on animal welfare. Instagram provides an opportunity to deliver these messages effectively and creatively as it is one of the most popular social media platforms in Indonesia. The discussion of visual aesthetics studies is used to deepen the understanding of how visual elements affect perception and interpretation. In this digital age, where visuals play an important role in communication, understanding aesthetics becomes relevant as it is able to make information more attractive and easy to understand. This research aims to explain the aesthetics and messages contained in Sakucing.id's Instagram content. This research uses descriptive qualitative methods. Data collection techniques were obtained by documenting literature data, artwork data, and content information data. Data analysis is done by analyzing the visual and content analysis of the content, then studying it using Fledman's aesthetic theory. The results show that the visualization of Sakucing content illustrations interprets the invitation to care more about cats by expressing it using a cartoon style as a visual appeal aimed at teenagers.

Keywords: Estetika, Instagram, Cats.

INTRODUCTION

In this digital era, teenagers tend to consume visual content. Adolescents grow up with high exposure to digital media such as social media, video games, and online content that is mostly visual-based. (Venter, 2014). The role of social media has become a modern tool to convey messages and information in the form of uploads, photos, video uploads, captions, and interactions on likes and comments. According to Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) (2024), the majority of internet users in Indonesia are Generation Z (born 1997-2012), which accounts for around 34.40% of total internet users. With the total internet users in Indonesia reaching around 221.56 million people, this means there are around 76.1 million internet users from Generation Z. Causing many activities to share information, one of which is conveying information about cats.

Cats are one of the most desirable animals to keep because of their cuteness. To get them, people usually buy them from pet shops, animal breeders, or adoption. However, not everyone who keeps them pays attention to the responsibilities and risks involved in keeping them. Many abandoned cats uploaded on Instagram social media show a lack of public awareness of animal welfare. This is based on the abandoned cat posts on Instagram social media in Figure 1.



Figure 1. Abandoned cat on Instagram

The Instagram account @ cats too in Figure 4 uploaded a video of a domestic female cat along with her 5 kittens in a cardboard box

on July 26, 2024, with the caption “the cat and her kittens were thrown away by a child, at that time the merchant approached him and asked, why did you throw this cat away. The little boy just sat quietly next to his cat, soon the little boy left after stroking the mother cat's head. The merchant said the little boy left in tears”.

Based on Figure 1, there is a lack of public awareness on the 5 rights in the animal freedom rules introduced by (Farm Animal Welfare Council, 2009) in 1965 in the UK, namely (1) Freedom from hunger and thirst, with easy access to water and food to maintain health and strength. (2) Freedom from discomfort, by providing a suitable environment. (3) Freedom from pain, injury, and illness, through prevention or prompt diagnosis and treatment. (4) Freedom to express natural behaviors, by providing sufficient space, appropriate facilities, and companionship appropriate to the type of animal. (5) Freedom from fear and distress, by ensuring conditions and care that avoid mental suffering. Awareness of these five rights is critical to the survival of cats, making it an animal welfare standard that has been applied globally for many years. Instagram provides an opportunity to deliver these messages effectively and creatively as it is one of the most popular social media platforms in Indonesia.

Known for its ease of use, (Eky Septiana et al., 2024) mentioned about 51.90% of users are Generation Z (born 1997-2012), who are teenagers and young adults. Many cat lovers utilize Instagram as a medium of information about cats, by utilizing the large number of Instagram users making the delivery of information widespread. (Yusa et al. 2024) highlighted the versatility of digital illustration to adapt to various media making it a very effective communication tool in achieving visual communication goals. Digital illustration is not only used as a means of visually communicating ideas and concepts, it also increases visual appeal, by creating a strong visual identity, and is able to give an

impression and message that sticks to the audience.

Sakucing as a cat lovers Instagram account, focuses on creating digital illustrations as a medium for delivering cat information inspired by the 5 animal freedom rights introduced by the Farm Animal Welfare Council. The use of digital illustration media on Instagram resonates with teenage Instagram users who are currently categorized into Generation Z. Constant exposure to visual content shapes their media consumption habits, making them more interested in visual formats. Visual content, especially attractively packaged, can evoke stronger emotions than text (Weinberg & Berger, 2020). So teenagers easily identify with visual content that features characters or situations that relate to their lives. With teenagers' interest in visual content, Sakucing's Instagram channel utilizes visual content as the chosen medium for education.

The discussion of visual aesthetics studies is used to deepen the understanding of how visual elements affect perception and interpretation. In this digital age, where visuals play an important role in communication, understanding aesthetics becomes very relevant as it can make information more appealing and easy to understand. Aesthetic studies allow us to explore beauty and provide insight into how beauty can be used to convey meaningful messages that can increase audience appeal and understanding.

The research used as reference material is research on understanding and student responses to information conveyed through illustrative images on Instagram conducted by Winoto Noer Adha with the title "Responses in Understanding Information on Illustrative Images on Instagram". The results of this study show that entertainment is the main factor that students are looking for on Instagram. Images with text are easier to understand because text helps to clarify meaning and reduce confusion. Images can be used as educational media and have educational values that allow for efficient learning (Adha & Hermintoyo, 2019). This is because text helps to expand the imagination

and find relevant information without having to read long captions. The research also highlights the importance of visual communication to convey information in this digital age as images play a big role in grabbing users' attention.

In his research, illustrative images are considered effective for conveying messages and information quickly, and are useful for discussing issues, especially social and political issues. But it does not explain in detail the analysis and message of the illustration content. So the novelty in this study uses the object of study on illustrative content on Instagram Sakucing by examining the aesthetic form using Feldman's aesthetic theory. Because according to (Mulyani et al., 2024) A visual display of information coupled with an attractive content design can build positive interactions and become an effective information medium that is remembered for its uniqueness by its followers. Therefore, it is necessary to conduct an aesthetic analysis. By conducting aesthetic analysis in the work, it can help provide an understanding of the point of view of an interesting work, which contains the message to be conveyed. Because each visual element can have its own purpose.

METHODS

To examine the aesthetic form in illustration content, this research uses Feldman's aesthetic theory. The method used is a descriptive qualitative method. (Creswell, 2009:4) in (Kusumastuti & Khoiron, 2019) explains that qualitative research is research used to understand the meaning that a number of individuals or groups ascribe to social or humanitarian problems. This research is descriptive because it will provide results that are able to explain the characteristics of the research. (Malhotra & Birks, 2007) in (Haidar & Martadi 2021)

Data collection techniques are carried out using documentation techniques, by looking for supporting documents such as books and journals regarding the theory and concept of illustration, aesthetics, Instagram,

and educational information. Then a description of the work is done using artwork data and content information data. Artwork data refers to raw information related to the work, including visual elements, visual style, creation, subject and object. Content information data is information presented from the illustration content, it refers to the information conveyed by the illustration content which is subjective. After that, the analysis is done. The analysis technique used is visual analysis and content analysis. Visual analysis focuses on the visual elements of the illustration that aims to identify and understand the meaning and message in the image. Content analysis focuses on communication content, whether it is in the form of written text or images that aim to identify themes, patterns, and meanings contained in the content.

RESULTS AND DISCUSSION

Illustration is an image formed to clarify information by giving visual representation (Witabora, 2012: 660) in (Sari & Jazuli, 2019). Illustrations help audiences understand information more easily and grab their attention. Illustrations are often utilized in various media, such as books, magazines, advertisements, and digital platforms like Instagram in the form of feeds to convey messages more effectively and aesthetically.

Instagram feed is a feature that has been around since Instagram first came into existence. In practice, this feed is an Instagram homepage that contains posts from other users on Instagram. Feed divided into two, namely carousel and single post.

Carousel is a type of feed on Instagram that can display a series of images or videos with a limit of up to 10 images or videos in one post, by swiping the screen to the right and left on mobile phones, and clicking the arrow for computer devices to be able to see further posts. This is useful for displaying more information. (Suminto & Renzina, 2023) said the carousel design is seen as one of the features of the development of social media platforms that is

quite capable of providing optimization of information in one social media content upload. Carousel uploads on Sakucing Instagram, have a continuity of interaction between images. Single post on Instagram is an upload that only displays one image or one video in one post.

One type of content that is commonly uploaded on Instagram is educational content. Primarily, the educational process is a communication process, namely conveying the communicator's message to the communicant (Robin et al., 2022). The awareness regarding the importance of art in education has been present for a long time. Art is seen as a medium to balance life as a dignified human being (Robin et al., 2022). Through art, individuals have the opportunity to express themselves, hone their creativity, and improve their critical thinking skills. When groups of students engage with art, this can develop empathy, language, and perspective-taking skills, indicating that dialogues about art are essential to student's cognitive and affective development (Heath 2006: 134-138) in (Heggernes, 2022).

Sachari (1989: 3) in (Fakhrihun Na et al., 2019). said that Aesthetics is a philosophy that discusses the essence of the totality of aesthetic and artistic life that is in line with the times. (Patriansah et al., 2021) explains that aesthetic value in artworks cannot be measured, this is because artworks have diverse relativities. This diversity can be influenced by various factors such as culture, taste, history, empirical experience, and others. However, a good work of art can be identified and observed through the structure that forms it as a whole.

The beauty of art must contain content, meaning or messages that are "good", useful or beneficial to the lives of other humans. (Hadi, 2006: 263) in (Patriansah et al., 2021). Thus, the beauty of art lies not only in the visual aspects or techniques used, but also in the content, meaning, and messages conveyed. These messages can be moral, social, or emotional values that can inspire, educate, or enlighten the viewer. By examining the principles and criteria that define what is considered beautiful

or of artistic value, aesthetics helps understand artistic expression and its impact on society. This philosophical inquiry not only enhances appreciation of art but also deepens our understanding of human experience and creativity.

Feldman's method used to analyze the artwork. Feldman uses inductive reasoning to reach a judgment from the supplied artwork based on four stages. Feldman is noted for trying to create a more objective approach to interpret works of art. (Alashari & Bahru, 2021). The four steps in the critical analysis method include description, analysis, interpretation, and judgment. However, in this study, the final stage of analysis, namely judgment, was not included. Because in Feldman's theory according to (Alashari & Bahru, 2021), The judgment is a conclusion drawn from the previous stages, what qualifies as aesthetic excellence is based upon the critic and the type of critical judgment they use. Judgement is used at the art criticism analysis stage. The issuance of a judgment is considered the most challenging stage of art criticism because the critic must give a material or intangible value to the work of art. Since the judgment is critical, and this research does not discuss art criticism, the visual analysis goes through three stages, namely description, analysis, and interpretation.

Visual Aesthetic Analysis of Sakucing Instagram Content

1. Description

In the description stage, what is meant by description is what the audience sees in the artwork. This stage focuses on gathering information about the work that includes visual elements such as text, color, line, shape, and space, with a focus on the elements of art. The visual description of the image is clearly conveyed

2. Formal Analysis

Formal analysis includes analyzing visual elements and composition, by evaluating the object as a whole in relation to its visual elements. In addition, according to (Robin et

al., 2022) This analysis also examines each part separately, such as explaining the procedure for organizing basic artistic elements such as the qualities of line, plane, and color, as well as explaining how the composition of the work as a whole takes into account balance, rhythm, center of attention, contrasting elements, and unity.

3. Interpretation

Interpretation is the process of understanding the background of a work and the meaning, message or value contained in the work based on the subject's socio-cultural background, ideas, beliefs and experiences. Interpretation helps explain meaning, although it differs from one person to another. From a certain period of time to another period, any interpretation can be corrected on its own (Feldman, 1994) in (Alashari & Bahru, 2021).

Sakucing's Instagram content is divided into two, namely carousel content and single post content. The following is an analysis of the visual aesthetics of each content uploaded by Sakucing on August 21, 2024.

1. Carousel 1 Content



Figure 2. Carousel 1 content section on Instagram Feed

a. Description

This image features a brightly colored illustration with four characters and four cats. The characters consist of two men and two women, with one man wearing a doctor's coat and the other three dressed casually. One of the female characters is wearing a hijab. The cats are black, orange, tricolor calico, and gray, depicted in a cartoon style. Above the characters is a text that reads "Hello, We are SAKUCING." The background shows a simple scene with green trees and blue sky. This

illustration uses bright colors, clear lines, simple shapes, and ample space around the subject to create an inviting atmosphere.

b. Formal Analysis

The lines used in this illustration are clean and firm, helping to clearly define each character and object. The sans serif font with a rounded style gives a friendly impression. The color palette used is very bright and diverse; the bright green background suggests an outdoor setting or freshness. Each character has a different color of clothing, helping them stand out from one another. The composition of this image is balanced with the characters spread evenly across the frame. The orange cat in the middle serves as the focal point due to its central position and contrasting color.

c. Interpretation

This content is an introduction to cats. The variety of humans present is interpreted as a form of human diversity that warmly welcomes cats. This means that Sakucing warmly welcomes cat lovers. The diversity of cats in the work accompanied by the diversity of colors and behavior of cats shows the uniqueness of cats.



Figure 3. Carousel 1 content section on Instagram Feed

a. Description

This image features a brightly colored illustration with three characters and one cat. The characters consist of two females and one male. The male character is standing inside a stand that reads “cat lovers” with an orange cat next to him, the female character wearing a purple cardigan is seen carrying a paper. Both characters are seen waving at the female character in the green dress. The woman looks at the stand with an interested expression.

There is a narration in the text that expresses the purpose of Sakucing.

b. Formal Analysis

The lines in this image are used to shape the characters and text. The bold and clear lines help in defining the shapes and contours of the visual elements such as the human and cat characters. The font used is a sans-serif font that is simple and easy to read. The main text “Sakucing is a cat lovers page” is written in a larger size to attract attention, while the additional text at the bottom uses a smaller size but still clear, this is to show the hierarchy of the text. Lines are used to shape characters and text. Bold and clear lines help in defining the shapes and contours of visual elements such as the human and cat characters. The dominant colors are blue, black, and orange. Blue is used as the background, giving a calm and stable impression. The black color is used for the text, providing a strong contrast and easy readability. The orange color on the cat icon adds an eye-catching element. The composition of this image considers balance by placing the text at the top and bottom of the image, and the human character in the center. This creates a clear center of attention on the main character and text. Rhythm is created through the repetition of elements such as the text and the cat icon, which helps the audience's eyes move naturally from one element to another. The center of attention is the stand that reads cat lovers with Light shining in its shadow. The element of contrast is seen in the use of striking black and orange colors against the blue background.

c. Interpretation

This image is a connection image from the previous image. The man and woman in purple are interpreted as an open invitation with friendliness in the gesture, which conveys the purpose of Sakucing's existence to the audience. The woman in green is interpreted as audies who have just viewed the content.



Figure 4. Carousel 1 content section on Instagram Feed

a. Description

This image shows two characters interacting. The woman in purple is handing out brochures to the woman in green. There is a cat head logo on the brochure. There is text expressing the purpose of Sakucing at the top. The bottom text is an invitation to join. The light blue background indicates the time of day.

b. Formal Analysis

The lines in this drawing are used to shape the characters and text. The lines are smooth and curved, giving a friendly and playful impression. A sans serif font is used for ease of readability. The blue background color gives a calm and stable impression. The composition of this image considers balance by placing two characters in the center of the image, creating a clear center of attention. The characters are placed symmetrically, giving a sense of visual balance. Rhythm is created through the repetition of elements such as text and color, which helps the audience's eyes move naturally from one element to another. Unity is achieved through the use of consistent colors and the placement of interconnected elements, creating a harmonious and cohesive impression.

c. Interpretation

This image is a connection image from the previous one. The image shows a close up of an interacting character handing out a sheet with a cat logo. This interaction is interpreted as a symbol of receiving cat information.

2. Carousel 2 Cotent



Figure 5. Carousel 2 content section on Instagram Feed

a. Description

This image shows a character in a green dress looking at a smartphone with a happy expression. The screen on the smartphone displays the Instagram application with a photo of an orange cat lying on a woolen thread. There is a large text narration of the question sentence "want to keep a cat?". small text is connected to the character in green in the form of dialog about his desire to keep a cat. Minimalist image background with soft colors.

b. Formal Analysis

This drawing uses clean, curved lines that give a friendly and playful impression. Simple yet expressive shapes are evident in the character's hairstyle and facial expressions. A sans serif font is used as the question sentence. A warm color palette dominates this image; soft colors such as mauve, green, and orange create a cheerful atmosphere. The orange color of the cat on the smartphone screen stands out among these soft colors. Instagram of cats on their phone screens. The composition in this image is well balanced, with the character on one side and the text on the other, creating an even visual distribution. The main center of attention is the character's face and the smartphone screen, which draws the eye. The contrast in color and size of the text helps to bring out the important elements in the image. All the elements in this image work together to create a strong visual unity, with each element supporting the overall message.

c. Interpretation

This image is a picture of a child who wants to keep a cat after seeing social media content. Interpreted as wanting to keep a cat

just because it is cute, this is supported by the dialog that states the cuteness of the cat in the content he saw.



Figure 6. Carousel 2 content section on Instagram Feed

a. Description

This image shows a character with black hair in a green dress holding a smartphone. Above the character, there is text in Indonesian that reads, “cats are cute, but do you want to have a cat just because it's cute?” Below this question, there is a dialog “Yes, they are cute, but you have to think about vaccines, food, cat litter, and care”. There are 4 bubbles that visualize vaccination, food, cat litter, and pet care.

b. Formal Analysis

The visual elements in this image use clean, curved lines that give a friendly and playful impression. Simple yet expressive shapes are evident in the characters' hairstyles and facial expressions, as well as in small illustrations such as syringes, food bowls, sandboxes, and animal care. The font used for the text in the image is clear and easy to read, with a casual and friendly style, matching the cheerful tone of the illustrations. The pastel color palette dominates this image, with the strong colors on the 4 bubbles providing more highlights than the other colors. The composition in this image is balanced with the characters on the left and the thought bubbles spread evenly on the right. This creates an even visual distribution and draws attention to the center of the image with the most prominent color. Rhythm is achieved through the repetition of rounded shapes on the character's head and thought bubble, as well as the items inside. This provides a consistent and pleasing

visual flow. All the elements in this image work together to create a strong visual unity, with each element supporting the overall message of the responsibility of owning a pet.

c. Interpretation

This is a picture depicting a child's desire to get a cat, but hesitates due to cost constraints. The things that bother her mind are visualized into 4 bubbles, namely the cost of vaccines, food, cat litter, and maintenance.



Figure 7. Carousel 2 content section on Instagram Feed

a. Description

This image shows a child and a mother talking. The character in the green shirt as the child is holding a cell phone showing his cell phone to the character on the right, which is his mother wearing glasses. Both are smiling and interacting in a friendly manner. There is a narration at the top, followed by a dialog interaction below that expresses approval of cat keeping but with certain conditions.

b. Formal Analysis

The lines in this image are soft and curved, creating a friendly and relaxed atmosphere. The narration text at the top is a supporting sentence to the dialogue interaction. The colors used consist of warm and soft colors such as blue, green, and pastel orange in the background. These colors are harmonious and pleasant to look at, creating a comfortable atmosphere. The composition of this image is balanced with two characters placed on the left and right sides of the image. The text bubbles on each character create a rhythm that leads the viewer's eyes back and forth between the two characters. The center of attention in this image is the characters' facial expressions and hand movements, which show their engagement in

the conversation. Unity in this work is achieved through a consistent style across the elements, from the character designs, to the colors, to the text interactions, creating a connected look.

c. Interpretation

This picture is an illustration of the interaction between the child and the mother regarding the agreement to keep the cat. This picture is interpreted as a form of responsibility of the child towards the survival of the cat that she will later keep.

3. Single Post Content



Figure 8. Carousel 1 content section on Instagram Feed

a. Description

The image features two men and one woman sitting at a council table. The male character in the center of the image opens his mouth and above him appears a bubble text containing the five freedom rules of the Farm Animal Welfare Council in the UK in 1965. Above the bubble text is a narrative text.

b. Formal Analysis

Bold lines are used to depict the cartoon characters and other elements, giving clear definition to the shapes in the image. The font used is bold and easy to read, with good contrast against the purple background. This helps the text to be the main focus and easy to understand. The purple color of the background gives a sense of elegance and quality. The shapes of the three characters are simple yet expressive, with each having a different hairstyle, adding to the visual appeal. The use of space in this image is balanced, with the characters placed at the bottom and the text at the top, creating a harmonious composition. The image has a symmetrical balance with the main character in the center and the other two

characters on the left and right sides. This creates visual stability. The main center of attention is the central character holding a sign with points of freedom. This is reinforced by its central position and contrasting colors. The contrast between the bright colors and the dark background helps the important elements stand out. The variation in text size also adds to the visual contrast. Although there are various elements (characters, podium, text), they are all related to the theme of animal welfare, creating unity in the composition.

c. Interpretation

This image signifies the importance of animal welfare rights. This is evidenced in the image, which was inspired by a 1965 council meeting in the UK. Animal welfare is a serious matter, which is why animals have their own laws.

CONCLUSION

Sakucing uses Instagram as a channel to deliver information and educational messages about cat welfare to teenagers. Previous research highlights the importance of visual communication to convey information in this digital age as images play a big role in attracting users' attention. The discussion of visual aesthetics studies is used to deepen the understanding of how visual elements affect perception and interpretation. By analyzing the aesthetics of the work, it can help provide an understanding of the point of view of an interesting work, which contains the message to be conveyed. Because each visual element can have its own purpose. By understanding that each visual element can act as an interpretation of something, it can be a consideration for content creators to pay more attention to what they create.

There are three steps to analyze the aesthetics of illustration using Feldman's theory, namely description, analysis, and interpretation. Sakucing content illustration visualization interprets the invitation to care more about cats by expressing it using a cartoon style as a visual appeal aimed at teenagers. This

digital illustration contains educational messages about cat welfare. The messages revealed are expected to raise awareness and educate teenagers to behave well.

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