



Visual Communication as a Promotional Strategy Attraction of Shopping Center (Case Study on Thematic Decoration of The Avatar Pandora : The Way of Water in Senayan City Mall)

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ARTICLE INFORMATION	ABSTRACT
Received: - Revised: - Accepted: - <i>Keywords: Thematic Decoration, Shopping Mall, Visual Communication, Integrated Marketing Communication, Situational Factors Theory</i>	<p>The COVID-19 pandemic accelerated the growth of online shopping, posing challenges for shopping centers and impacted consumer's visit motivations. But during Post-Pandemic, the economy gradually recovered as an opportunity to cater. Marketing communication plays a crucial role in facilitating understanding between businesses and consumers. An attractive and unusual visual appearance is important for shopping centers to remain competitive. The situational factors provide an opportunity for shopping centers to implement attractive innovations, including visual communication.</p> <p>An exemplary shopping center that has utilized visual communication as a marketing strategy is Senayan City Jakarta. This study aims to analyze the effectiveness of visual communication, particularly to the exploration determinant, through the thematic decoration of The Pandora Avatar: The Way of Water Experience combined with Christmas Festive as unusual situational factors.</p> <p>The research adopts a qualitative methodology incorporating Situational Factors Theory and Integrated Marketing Communication. Customer traffic data and stakeholder interviews are analyzed to gain insights into the impact of the themed decoration strategy. The study also considers secondary research and internal data provided by Senayan City Management.</p> <p>The findings reveal that thematic decoration strategy employed by Senayan City Mall has successfully attracted visitors, particularly the exploration determinant, with 57% (November to December 2022) +15% (December 2022 to January 2023) increment of customer traffic. Despite challenges of unpredictable queues and crowd management issues due to community activity restrictions (PPKM), the thematic decoration has proven to be an effective promotional strategy.</p>

INTRODUCTION

Covid-19 has posed its own challenges for businesses to survive and overcome the limitations they face in their operations, and of course have been impacting to shopping center, in any category of

retail business (Kim et al., 2023; Camsennius & Loisa, 2022; Ayu et al., 2022) This is primarily due to financial constraints resulting from fixed or even increased production costs, including raw materials, transportation, and labor (Nursafitri et al., 2022).

Although the Covid-19 situation in Indonesia is still ongoing, according to the Coordinating Minister for Maritime Affairs and Investment, Luhut Binsar Pandjaitan, the Indonesian economy is starting to recover and improve. This can be seen from the increasing consumer spending index and recording positive growth for seven consecutive months (Doni003, 2022).

According to ADA (Analytics Data Advertising), this positive growth is attributed to significant changes at the end of 2020 after the pandemic, referred to as footfall, which represents the number of customers and visitors physically visiting malls (Wijayanti, 2021). After the pandemic, modern markets experienced a growth of 57%, while e-commerce experience a growth of 11% (Statista, 2023).

With this growth, promotional strategies are needed to represent and visualize business changes, communicate, and provide information through effective marketing communications to increase the number of visitors or customers (Fika et al., 2023; Ayu et al., 2022).

Promotional/marketing strategies in shopping centers play a crucial role in creating brand awareness, attracting potential customers, increasing foot traffic, engaging customers, and ultimately boosting sales and revenue. Through effective promotions, shopping centers can differentiate themselves from competitors, create an appealing shopping experience, and maintain a competitive advantage in the industry.

Magnificent and aesthetic installations represent visually appealing shopping experiences, serving as a competitive marketing tool. Visual communication, as a form of visual communication plays a vital role in attracting visitors to shopping centers (Khare & Kautish, 2023). By utilizing elements of design, thematic decorations, captivating signage, and creative layouts, shopping centers can create an inviting atmosphere that encourages visitors to explore and spend more time within. Effective visual communication also helps build brand awareness, strengthen the shopping center's image, and create a unique shopping experience, enhancing visitor attraction and satisfaction, as well as prompting them to return and recommend the shopping center to others, and should be well communicated to reach the audiences.

Senayan City Mall is one of the early-generation shopping centers that has been operating

since 2006. As a subsidiary of Agung Podomoro Land, Tbk, it has maintained its quality and position as one of the largest malls in Jakarta, continuously adapting and enhancing its existence as an iconic shopping destination that prioritizes experiences and lifestyle, and has become one of most established shopping mall, yet still put extra effort to upgrade and rejuvenate its mall.

Senayan City with the collaboration with Disney held the thematic decoration The Pandora Avatar: The Way of Water experience from 12 December 2022 until 8 January 2023, in which during this period, Senayan City tied-in the Avatar digital experience with festive Christmas theme. The connection can be seen from the similar-blue of The Pandora Avatar: The Way of Water with big blue Christmas Tree and completed with Christmas gifts decoration inside shopping malls as Christmas festive icon. This experience thematic installation is a promotional-series held simultaneously in the launching of the second sequel of Avatar movie, starting from 17 December 2022 all over the world, and Indonesia is the first launched, 14 December 2022 (Amalia, 2022).

It is something new and pioneer for a shopping mall to limit the presence of Christmas nuance, which is usually a major decoration held by common Shopping Malls. We can say that Senayan City risked the festive thematic Christmas with tied it with Strong Avatar Experience Theme, which it was concerned that the Avatar nuance would have shifted the Christmas nuance. But Apparently, it was a good decision to do, because customers found it new and they got bored with traditional and similar Christmas theme year by year. And so, instead of regular and un-special Christmas Tree, they prefer to be patient in queuing to feel the The Pandora Avatar: The Way of Water Experience.

Motivation at a shopping Centre can be influenced by a pleasant shopping experience by some factors such as the role of companion, the shopping environment, mall appearance, overall atmosphere and ambience, and other Situational Factors, and Situational factors have a significant positive effect on shopping motivation (Wulandari et al., 2021; Kumar Sahoo et al., 2023.). Thus, Situational Factors is crucial for the creation of innovation in shopping center promotional strategies. By understanding the physical, social, and psychological environmental factors that influence consumers, shopping centers can identify opportunities and challenges. By examining the

situation, shopping centers can adapt their promotional strategies to provide relevant and engaging experiences for consumers. For instance, by recognizing the growing trend of online shopping, shopping centers can develop innovations such as integrating technology into their promotions, such as mobile-based applications or virtual shopping experiences. Additionally, by considering situational factors like holiday seasons or special celebrations, shopping centers can create innovations in the form of themed decorations or special offers that enhance consumer interest. Considering situational factors helps shopping centers remain relevant, capture attention, and have positive impact in attracting consumers as well as purchasing intention and impulsive buying (Nekooezadeh et al., 2022; (Sumarliah et al., 2022; Islam & Darzi, 2022).

The Avatar's 2022 movie entitled Avatar: The Way of Water, started to first release on 14 December 2022. The date was really close with The Pandora Avatar: The Way of Water Experience installation and held only at Senayan City. The movie itself has stayed until more than 4 weeks, dominated all the studios, until 14 January 2023 (Ardyansah, 2022). This is the second sequel after first one on 2009. So we can say that the movie is really long-awaited wishlist from the fans since 14 years ago. More than four weeks in theatre is a good predicate of a succeed movie.

According to Asrianti (2023), Avatar: The Way of Water also replacing the place of Titanic as third best-selling among the decades and defeated the revenue of Titanic with the achievement of 34's trillion Rupiah revenue. The best-selling movie ever is first Avatar on 2009 with 44's trillion Rupiah revenue, and second is Avengers : Endgame with 40's trillion Rupiah revenue. No matter people have been watched the movie or not, they curious to experience the installation, and sometimes filled by some people who did not even know what Avatar is. They tend to follow the trend and something viral in social media and people's testimony or advocate.

The Pandora Avatar: The Way of Water is a free-access installation that enables customer to experience the feel in Avatar: The Way of Water in direct motion-digital experience. The customer should queue and enter in quota per batch, to avoid the capacity inside and to protect the property. The Avatar Pandora Experience has been reached more than 11 thousand visitors queue in a day, according to Mario (2022) in Kompas.com.

(Kellezi, 2014) studied the effectiveness of trade shows as a marketing communication technique for global market competition. This research is focused on two Albanian-based companies, namely Tuttomobili and Henry LTD, which distribute and sell their products mainly in the global market. The study results show that trade fairs significantly impact companies. Some of the impacts that can be obtained from the presence of trade fairs include increasing the company's ability to compete in the global market, offering an efficient and effective way for companies to reach current and potential customers in their industry, increasing brand awareness and corporate image, increasing sales and profits. Companies get opportunities to build strong business relationships with customers and business partners.

Research conducted by (Situma, 2012)) states that exhibition held in Mombasa over the last five years can be an important marketing tool for businesses, but their effectiveness depends on various factors. Companies participating in the exhibition felt a positive impact in achieving their marketing objectives. Some of the impacts felt by the company include building brand awareness, introducing new products, cost-effectively reaching customers, obtaining information about competitors, generating additional sales, finding new networks, and strengthening the company's position in the market. There are several ways to make trade shows effective, ie.: 1. Define clear and specific objectives before participating in an exhibition. 2. Choose an exhibition according to the target market and the products offered. 3. Setting up attractive and informative exhibition stands. 4. Conduct promotions before, during, and after exhibition. 5. Schedule meetings with potential customers and build rapport with them. 6. Monitor and evaluate the results of participation in exhibition.

Using quantitative research methods, Kuswardani et al. (2023) researched the Analysis of Factors Influencing Interest in Visiting Edu Expo Events. This study tests the formulated hypothesis regarding the influence of entertainment, excitement, enterprise, and price perception factors partially on the intention to visit events. The study results show that the four factors simultaneously significantly affect the intention to visit, whereas the Enterprise and Price Perception factors influence the intention to visit events.

The Enterprise factor relates to the quality of event management, including facilities, service, and

security. According to research by (Rahmawati et al., 2021), the quality of organizing a good event can increase visitor trust and satisfaction, potentially increasing interest in visiting the next event. In addition, the Enterprise factor can also affect the image and reputation of the event, which can affect visitors' perceptions of the quality of the event and the likelihood of returning to visit the event.

Price Perception owned by visitors can influence their decision to visit the event. According to (Fitrian et al., 2017), perceived low prices can increase interest in visiting events, while perceived high prices can reduce visiting interest. Apart from that, (Avicenna et al., 2022) also stated that price is one-factor influencing tourists' interest in visiting a tourist destination. Therefore, event organizer companies need to pay attention to the Price Perception factor in determining ticket prices or participation costs at events in order to increase visitor interest.

Companies can do several things to increase visitor interest in attending exhibitions, including 1. Provide clear and complete information about the exhibition, including the theme, time, place, and participants who will attend. 2. Promote exhibitions effectively through various media, such as advertisements, brochures, and social media. 3. Provide adequate facilities for visitors, such as parking lots, toilets, and rest areas. 4. Providing an interesting and varied program of events, such as seminars, workshops, and performances. 5. Provide discounts or special promos for exhibition visitors who buy products or services. 6. Establish cooperation with related parties, such as related associations or communities, to expand the promotion network. 7. Prepare a team ready to provide good and friendly service to visitors.

The presence of the The Pandora Avatar: The Way of Water: The Way of Water Experience thematic decoration in Senayan City Mall, which has been operating for nearly 17 years, has helped maintain its existence and attract visitors who seek visual indulgence, thus generating customer traffic that impacts the shopping center's life cycle and continuous operation. Based on this background, the researcher aims to explore and analyze visual communication as a marketing communication strategy in shopping centers, specifically focusing on the Avatar Pandora Experience thematic decoration in Senayan City Mall.

LITERATURE REVIEW

Situational Factor Theory

The theory of situational factors refers to how factors in the physical, social, and psychological environment can influence consumer behavior. Consumers are not only influenced by internal factors such as needs and motivations but also by external factors present in the buying or consumption situation (Solomon, 2018). Here are some situational factors identified by Solomon:

1. Physical environment: The physical environment of the purchase or consumption location can significantly influence consumer behavior. For example, store layout, lighting, music, and aroma within a store can affect mood and purchase decisions.
2. Social environment: Social interactions and group norms can influence consumer decisions. For instance, when shopping with friends, consumers may be influenced by their opinions or recommendations.
3. Time: Time-related factors can also impact consumer behavior. Purchase decisions may vary in the morning versus the afternoon. Additionally, special events or moments like birthdays or holidays can influence purchase decisions.
4. Purchase goals: The goals that consumers aim to achieve in a purchase or consumption situation can influence their behavior. For example, a purchase made for a gift or an urgent need may differ from routine purchases.
5. Emotional state: Consumer emotions during a buying situation can play a significant role in purchase decisions. Positive or negative emotions experienced by consumers can influence product preferences and buying decisions.

The theory of situational factors by Solomon emphasizes the importance of understanding the context when studying consumer behavior. By considering these situational factors, marketers can gain a better understanding and design appropriate strategies to meet consumer needs in different situations.

Marketing Communication

Marketing communication is a form of communication that aims to strengthen marketing strategies in order to reach a wider audience. It involves activities that are intended to introduce, establish, or create interactions between a company and its business partners or consumers. These

activities are focused on communicating the company, its products, or services to external parties (Kusniadji, 2016). Marketing communication refers to the use of various communication techniques and methods to convey information and understanding to achieve the goals of an institution. It plays a crucial role in strengthening customers' knowledge about a company's products and services.

Marketing communication is an essential aspect of any successful marketing strategy, in which encompasses the various methods and channels used by businesses to convey their message, promote their products or services, and build relationships with their target audience (Kurum, 2023).

In the context of shopping centers, marketing communication becomes essential to attract customers and increase footfall.

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach in marketing that combines and aligns various communication elements of a company to achieve consistent and effective marketing goals. IMC integrates elements such as advertising, sales promotion, public relations, direct marketing, digital marketing, and other forms of communication to support each other and create a unified and consistent message across all communication channels.

Integrated Marketing Communication is a communication process that includes planning, creation, integration, and implementation of various marketing communication types, including events, advertising, and sales promotion (Wijayanti et al., 2021). By utilizing IMC, companies can achieve better message coherence, optimize the influence of their communication efforts, and create a more comprehensive customer experience.

Integrated Marketing Communication (IMC) activities in Shopping Centers According to Kotler and Armstrong, integrated marketing communication (IMC) is a concept for companies to combine various communication channels in delivering clear and convincing information to potential customers about the products or services offered (Firmansyah & Anang, 2020).

Thematic Decoration (Event) and Shopping

Shopping centers or malls helped shoppers to relax, socialize, explore, and hang out in the lavish surroundings, and it helped in reducing loneliness by

improving value and service consumption aspects. Research posited the importance of various factors in improving the entertainment attributes of mall shopping, in relevance of organizing activities, festivals, and events was viewed as one of the strategies to create involvement, in which in summary, we can say that various activities, events, and access to entertainment facilities at malls improved mall traffic and encouraged shoppers to spend more time in shopping mall (Khare & Kautish, 2023)

(The, 2013) researched a study that the results showed that visiting and shopping behavior inside Shopping Mall is motivated by **Social** (Mall's staff hospitality), **Escape** (avoid boredom from the digital shopping behavior in viewing photo/video on screen), and **Exploration** (new experience, new things, interesting experience).

Meanwhile (Novita, 2018) divide the determinants of Shopping Mall's traffic puller to come and stay longer: **Aesthetic** (attractive element and architecture design), **Escape** (sensory stimulation to excite bored and lonely customers), **Exploration** (customer activity to experience and explore the newest trend and product), and **Convenience** (functional attraction that is related with the comfortable feelings in basic service and function. And the same time, (Khare & Kautish, 2023) divided the determinants in more complete category: **Escape** (shoppers' motivation to seek relaxation from their daily hassles in the mall environment), **Exploration** (related with newest idea and experience), **Social** (malls being places where people spend time with family and friends), **Epistemic** (dimension is related to seeking new information about brands, comparing products, and gaining insights), and **Flow** (losing a sense of time in the mall environment).

A shopping mall is a place where consumers are in search of a location where they can relax, and it is considered as a critical and decisive factor determinant of consumer behaviors. It is important for shopping malls to combine leisure amenities such as dining areas, courts, play spaces, exhibitions, music, cinema halls, talks, calming aromas, and so on to enhance consumer experiences, and to pull visitor's attention such as promotional activities and events, such as exhibits, fashion shows, and so on (Memon et al., 2022).

Visual Communication

Visual communication means that the message conveyed in the form of images by the communicator is captured by the recipient's visual senses and processed accordingly. It utilizes the eyes as the visual tool is a form of communication that uses visual language, with its fundamental element being anything that can be seen and used to convey meaning or message (Andhita, 2021). Visual communication is the process of conveying information, ideas, or emotions using visual elements such as images, graphics, symbols, and visual layouts. It involves the use of design elements such as color, shape, texture, and composition to effectively and attractively communicate messages. Visual communication can be employed in various contexts, including graphic design, advertising, branding, presentations, social media, and many more. Its main objectives are to convey messages clearly, influence the audience, build a strong brand image, and create captivating visual experiences.

RESEARCH METHODS

The research methodology for the study on visual communication as a promotional strategy attraction of shopping centers, focusing on the case study of the thematic decoration of The Pandora Avatar: The Way of Water Experience in Senayan City Mall, can be outlined as follows:

1. Research Design: This study uses a qualitative research design to gain an in-depth understanding of Visual Communication as a Promotional Strategy for Shopping Center Attraction with Thematic Decorations of The Pandora Avatar as a Situational Factor in attracting visitors to Senayan City Mall. This study analyzes the effect of visual communication through thematic decorations on the attractiveness of visitors to Senayan City Mall. It explores situational factors influencing visitor perceptions of visual communication as a promotional strategy.

2. Data Collection:

a. Interviews: Conducting interviews with relevant stakeholders, such as the management of Senayan City Mall, marketing personnel, and visitors, to gather insights and perspectives on the thematic decoration and its impact on attracting visitors. The researcher interviewed the GM Marketing Communication as internal stakeholder representative, three selected Senayan City visitors

who have been filtered visited the The Pandora Avatar: The Way of Water. All stakeholders have no objection to disclose their information for the study and the interviews have been transcribed.

b. Secondary Research: Conducting a comprehensive review of relevant literature, academic papers, industry reports, and case studies to gain insights into the theory and best practices of visual communication as a promotional strategy in the context of shopping centers. The internal data related to the traffic data before, during, and after The Pandora Avatar: The Way of Water and internal documentation pictures of The Pandora Avatar: The Way of Water installation.

3. Data Analysis:

a. Qualitative Analysis: Analyze interview data and identify reasons for interest in visiting and insights regarding the impact of visual communication in attracting visitors to Senayan City Mall. On the other hand, analyzing the marketing strategy of the General Manager of Senayan City Mall to attract visitors.

b. Comparative Analysis: Compares findings from primary data (interviews) with insights gained from secondary research to identify the case studies' consistency, differences, and unique aspects.

4. Theoretical Framework:

a. Integrated Marketing Communication (IMC): Applying IMC theory to understand the role of channel marketing distribution such as social media, User Generated Content, and Word of Mouth as a promotional strategy in broader marketing communication efforts at Senayan City Mall.

b. Situational Factors: Situational factors in attracting and influencing consumer behavior as the implementation of The Pandora Avatar: The Way of Water Experience thematic decorations, including physical, social, psychological relevance to the film, and the purpose of the visit.

5. Findings and Conclusions: Synthesize the analyzed data and draw conclusions regarding the effectiveness of visual communication as a promotional strategy in attracting visitors to Senayan City Mall with The Pandora Avatar: The Way of Water Thematic Installation as a Situational Factor. Findings should highlight the implementation, benefits, challenges, and recommendations regarding The Pandora Avatar: The Way of Water thematic decorations during installation. It is important to note that the details and specific steps of the research methodology may vary depending on the researcher's preferences and available resources.

	1	2	3	4
NAME	Jaclyn Halim	Serafin a I.	Lisda L.	Deny K.
STAKEHOLDER	Senayan City	Outside Senayan City	Outside Senayan City	Outside Senayan City
STATUS	Marketing Communication GM	Visitor who filtered visited Avatar Installation	Visitor who filtered visited Avatar Installation	Visitor who filtered visited Avatar Installation
AGE	undisclosed	23	30++	50++

Table 1: Information about Participants

RESULT AND DISCUSSION

Visual communication, especially as part of experience in thematic decoration of The Pandora Avatar: The Way of Water is attractive enough to be a destination and determinant to motivate people visiting Senayan City, and with a utilization of IMC to promote to customer at large.

Visual communication in The Pandora Avatar : The Way of Water in Senayan City used combination between LED, artificial plants and giant poster in the middle of Senayan City. LED lights are very important to create Avatar nuance so that the visitor feel The Pandora Avatar was the real form of Avatar movie.

Artificial plants in The Pandora Avatar : The Way of Water also added the nuance of Avatar. Avatar is always described in the movie that he live in the natural environment and masters 4 natural elements. Adding artificial plants made vibe of The Pandora Avatar : The Way of Water is like real place where Avatar live like in the movie.

A giant poster in the middle of Senayan City attract the attention of Senayan City's visitors. The visitors from any floors in Senayan City can see the giant poster because the size is very big long from top to bottom floor of Senayan City. The giant poster inform the The Pandora Avatar : The Way of Water to all visitors of Senayan City.

According to Internal stakeholder (Y1), "Thematic decoration of The Pandora Avatar: The Way of Water is something that out of the box, from the common idea of Christmas nuance have to be conventional Christmas decoration. It gives something new to allign the Blue Christmas Tree with Disney Avatar Theme, during its movie is released. So yes, it was boom and trending because everyone knows about Avatar". But in the shoe of

Senayan City visitors as Y2 aged 23 years old argued that:

...Before 2022, I have not known much about Avatar, because the first movie was from 2009, and I was only 9 years old that time. I was visiting Senayan City and eager to queue just because the installation was cool, and I loved what I have seen from Senayan City's Instagram and curious to explore myself and experience it, before finally I watched the movie after that (Informant Y2).

In other hand, informant Y3 as visitor of Senayan City aged 30++ also argued that:

...I knew and such a fan of Avatar since 2009, and I have been waiting the sequel for many years. Of course I watched the Avatar 2 before attending this installation. Since 2009, the digital world was not that advance like nowadays, I really excited to experience to feel the world of Avatar, just like experiencing a real Avatar world, because I had seen the Tiktok trending post and it met my wishlist. Anyway I re-watched the movie once again after this (Informant Y3).

Another visitor of Senayan City as informant Y4 aged 50++ also argued that:

...I do not know what is the blue people means, and have no intention to know. I just visited the installation because it had been trending on my WA's family group, they all shared their pictures and videos with this what...blue people with dots, and can be also posted in Facebook to follow the trend. Nowadays we do not have to understand all popular things, but of course, we can post as like we had full knowledge about it. With only posting, we can show off to WA's family group too, and so they can call us "kekinian" (Informant Y4).

Informant Y1 stated that the crowd is also supported by the moment, that Senayan City can grab the golden moment. In the prediction that Covid-19 PPKM-1 should be released by Government in December 2022, thus people who were bored enough stay at home, would be blindly visited shopping malls, and The Pandora Avatar was expected to be a destination because it was something unusual among boring conventional Christmas nuance. Also, a visitor of Senayan City aged 23 as Y2 stated that:

...It was enough for us for staying at home. So this is the right time of killing the boredom and chilling with colleagues. But I also read from Tiktok dan Senayan City also presented the midnight shopping, thus we also enjoyed spending longer time here. And while killing time of my colleague's shopping, I chose to queue this thematic installation and took some cool pictures with my-long-not-used DSLR camera (Informant Y2).

Informant Y3 as visitor of Senayan City aged 30++ argued that:

... Because I have already bought the movie ticket through online, and the installation visit was my second time to watch the movie. Because the schedule of the movie I've gotten was still late night, so I think by taking longer time in queueing the installation to make Tiktok content video inside this cool installation was a good choice (Informant Y3).

And also visitor of Senayan City aged 50++ as informant Y4 stated that:

...Because I were there with my children, nephews and nieces, after out from this installation, we directly went home. Oh, we ate Sate Taichan outside this building before went home. We were in installation only for these kids experiencing this new thing. We actually do not care

of watching these blue people nor to spend more for eating or shopping here (Informant Y4).

During The Avatar Pandora: The Way of Water thematic decoration, traffic of Senayan City increased significantly from November 2022 to January 2023 (Figure 1). The repeal of PPKM by Indonesian government in December 2022 and The Avatar Pandora event are two biggest factors of the traffic increase in Senayan City shopping mall. In this crowd, the queue of visitors of Senayan City who wanted to visit The Pandora Avatar is cannot be avoided (Figure 2). The repeal of PPKM made public activity like The Pandora Avatar has no restriction or social distancing anymore.

Not only The Avatar Pandora: The Way of Water thematic decoration, the enthusiasm is also seen from the movie theatre, in which all the movie studios in Senayan City and also all theatres whatsoever, are all occupied by Avatar movie. The awareness of The Pandora Avatar event is getting bigger with the occupancy of Avatar movie in all movie studios (Figure 3). So this enthusiasm is seen potential by Senayan City shopping mall to boost all the media communication tools to attract more visitors to Senayan City, because Senayan City realized that all eyes would be on this spotlight. Senayan City did the massive promotional tools through its own social media platform, news platform, and so on in its purpose that those images and videos of The Pandora Avatar posts can increase brand awareness and attract the massive users to visit Senayan City (Figure 4 and 5). Furthermore, Senayan City also expected those posting would be the word of mouth (WOM), advocate, testimony, and re-posted by individual account and all influencers and content creator in their social media, especially Instagram and Tiktok (Figure 6).

As a General Manager of Senayan City, Y1 added that this unusual thematic decoration of The Avatar Pandora: The Way of Water to be hosted and merged together in festive season theme of Christmas and New Year was a breakthrough, as well as risk taken by Senayan City. Majorly, shopping mall sees Christmas and New Year as big and festive season to be fully decorated with outstanding Christmas ornaments,

but Senayan City is willing to try something new to sacrifice the festive Christmas thematic and shift the festive into the spotlight of unusual thematic decoration of The Avatar Pandora: The Way of Water on the main atrium Senayan City. Y1 reasoned that it is quite boring and conventional for common Christmas and New Year Holiday nuance that can be found everywhere, thus Senayan City saw this collaboration with Disney is something out of the box, which has never done previously by Senayan City, and quite different and unique to attract the visitors.

Even though not as interactive as Disney's Avatar experience in Garden Bay Singapore, but Disney Indonesia also cater the long awaited Avatar fans' desire for Indonesian people. As not all Indonesian might have a time and opportunity to visit Singapore, therefore Senayan City Management was confident to present something innovative, rather than common Christmas Theme, as also it believes that the end of the year 2022 as the golden moment for Covid-19 endemic entering period. Because of that, Senayan City is shifting the Christmas event and midnight shopping program to smaller stage in Ground Floor, and still can do Christmas activity for visitors there. And as the result, the public response was good, and the objective of the promotional strategy was effective to attract visitors, and boosting the significant customer traffic, and the most importantly, with this maximum achievement, Senayan City still can save the budget for Christmas decoration this year, because all thematic decoration of The Avatar Pandora: The Way of Water in whole 585 sqm main atrium is borne by Disney Indonesia



Figure 2: The Documentation of The Pandora Avatar's Crowd



Figure 3: The Movie Studio all occupied by Avatar

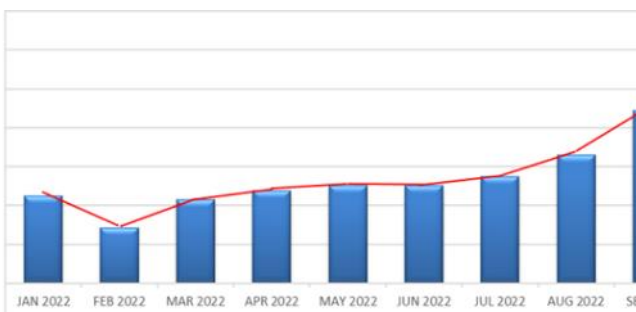


Figure 1: The Customer Traffic Flow before, during, and after The Pandora Avatar

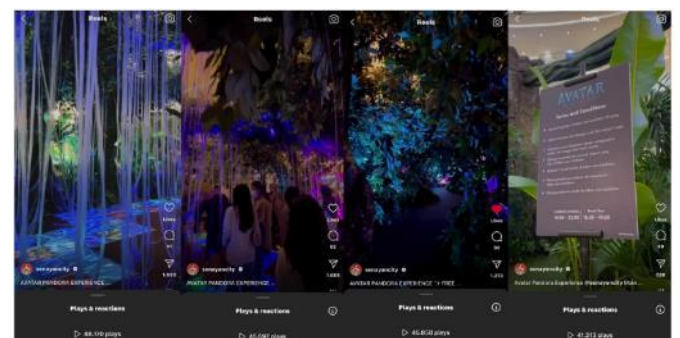


Figure 4: Visual Media Communication Promoted by Senayan City's Instagram

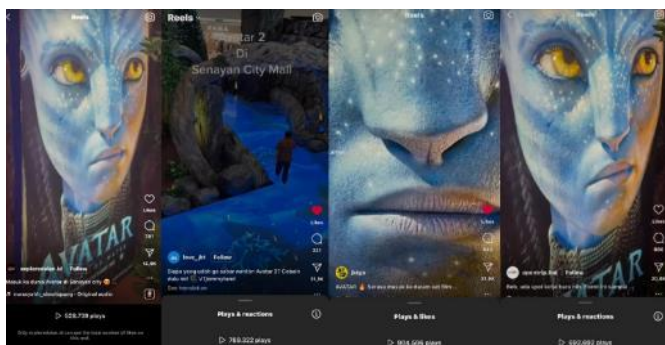


Figure 5: Visual Media Communication Promoted by Destination Guide and News Platform Account

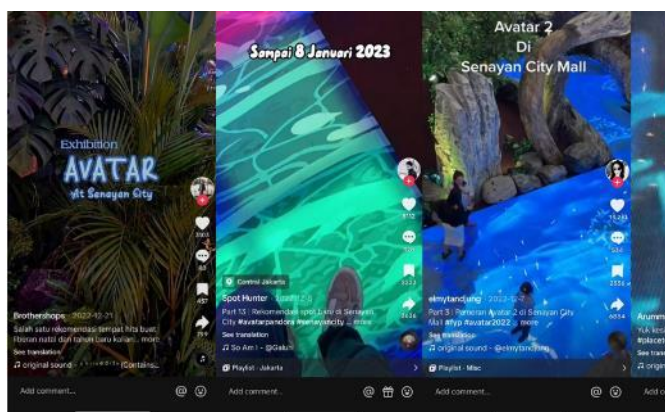


Figure 6: Visual Media Communication Advocated by Individual's Account on Tiktok



Figure 7: Christmas Decoration Alligned with mood colour of The Avatar Pandora.

CONCLUSIONS

The study results show that thematic decorations are a promotional strategy that attracts visitors to the Senayan City Mall shopping center, especially when the unusual thematic decoration (The Avatar Pandora: The Way of Water) combined and tied in with the Festive Thematic in Christmas and New Year holiday nuance. This is

based on the results of customer traffic which has a determinant influence on exploration in the period December 12, 2022, to January 8, 2023, which can be seen from the significant increased customer traffic at 57% increment from November to December 2022, and more 15% to January 2023. And when the installation was ended, the traffic significantly declining 37% on February 2023.

The right momentum of long awaited Avatar's movie launching also the main reason of implementation of this promotional strategy, together with Disney Indonesia. So it combines both the holiday season together with the most awaited movie into the unusual thematic decoration The Avatar Pandora : The Way of Water. The results show that this unusual situational factors has a determinimant influence on exploration as a promotional strategy attraction of a Shopping Center. So according to Senayan City, it does not mean that it removed and considered Christmas as unimportant element. The visitors still can experience the Christmas and New Year holiday mood, but combined and blended in Avatar's thematic as one unusual festive thematic decoration.

Even though there were problems during its unpredictable of queueing crowd handled due to some restrictions on community activities in Indonesia (PPKM) that still held in level 1, and there is some complaints from surrounding tenants, because of this inexpected queue crowd, and they are overloadly out of queue line quota that has been provided by both Senayan City and Disney's crowd management. The complaints are also come from The Avatar Pandora : The Way of Water thematic decoration's visitor, because they have to wait until the previous batch over, and the limit of each batch that made them have to wait longer. Analyzing this research becomes a strategic reason to get insights regarding visual communication and promotions that will be held next and at the next opportunity.

The unpredictable visitor crowd of The Avatar Pandora: The Way of Water thematic decoration was at the same time with the repeal of PPKM by the Indonesian government from December 30th 2022. This research could be a little biased because there is a possibility that visitor crowds occurred only because of the hype of people caused by repeal of PPKM that has limited public activities for 2 years even though

the data shows that the traffic of Senayan City declined 37% in February when the installation was ended. The visual media communication of The Avatar Pandora : The Way of Water thematic decoration alligned with Christmast and New Year decoration was very effective to increase Senayan City visitors. Word of mouth in social media made people who were not interested to visit Senayan City initially became willing to visit Senayan City. The visual media communication of The Avatar Pandora : The Way of Water in news platform accounts also increase the awareness of The Avatar Pandora : The Way of Water thematic decoration.

The other challenge faced during The Avatar Pandora: The Way of Water thematic decoration is the same exhibition with the relatively same period in The Garden Bay Singapore. The similar thematic decoration in Singapore had more interactive technology rather than in Indonesia. As the Disney principle stated that it is the regulation from the center principle of Disney. So, it became not a good comparison when visitors compare this two. Even though it is something that out of Senayan City can do, but it is also a challenge faced by both parties (Senayan City shopping mall and Disney Indonesia) during the installation of The Avatar Pandora : The Way of Water thematic decoration.

The good understanding of situational factors like repeal of PPKM, Christmas, New Year, and release of Avatar movie from Senayan City management made the traffic of Senayan City increase significantly between November 2022 to January 2023. Understanding of situational factors above encouraged Senayan City management to cooperate with Disney to make The Pandora Avatar : The Way of Water exhibition. Senayan City was the only shopping centre in Indonesia who can cooperate with Disney to hold The Pandora Avatar : The Way of Water. This exclusiveness also made visitors of Senayan City increse significantly between November 2022 to January 2023.

Visual communication is very important to promote The Pandora Avatar : The Way of Water to all people to visit Senayan City. Visual communication can be used for the next events in Senayan City to attact visitors of the shopping mall and people from outside Senayan City. The next expectation is this people will share and post about the activity, review, and experience to their

social media or other word of mouth advocation or testimony, thus the awareness will be getting strengthen. But the most important thing is not only on promoting the uniqueness of this thematic decoration, but also how to maintain the quality during the 2 months' installation to remain good as it had been promoted, and to maximize the personnels to manage the crowd, so it meets the standard of convenience expected by visitors. So the public response, enthusiasm, and review will be maintained positive and meets the objective of its promotional strategy.

This qualitative research has limitations that might not be generalized for every shopping mall, especially for other shopping malls with different segmentation, positioning and demographic. The different results might be resulted for shopping mall in different area. Another comparative research on how the unusual festive thematic decorations are a promotional strategy that attracts visitors to a more specific class of mall or shopping center might be part of future research.

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