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THE 6th INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP
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REIMAGINING HOSPITALITY FOR A MULTI-GENERATIONAL WORLD
THROUGH INNOVATION AND ENTREPRENEURSHIP
TOWARD SUSTAINABILITY

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THE 6th INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION
CONFERENCE 2026

“Reimagining Hospitality for a Multi-Generational World through Innovation and
Entrepreneurship toward Sustainability”

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PREFACE

Om Swastyastu,

Dear Esteemed Participants and Presenters,

On behalf of the Organizing Committee, we are pleased and honored to welcome all participants and speakers to the 6th International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2026. The InHEIC conference has been successfully conducted every year over the past five years, from 2021 through 2025. In 2026, we adopt the theme “Reimagining Hospitality for a Multi-Generational World Through Innovation and Entrepreneurship Toward Sustainability.” This theme is intended to foster deeper discussions on the challenges and opportunities of adapting hospitality practices to meet the expectations of multiple generations through innovation and entrepreneurship while supporting long-term sustainability.

For the 6th InHEIC 2026, we have arranged a distinguished roster of speakers, consisting of three keynote speakers and six invited speakers who are experts in their respective areas. The conference also provides a platform for academics and industry practitioners to present their latest research and publish their work. All accepted papers will be included in the conference proceedings book with an ISSN after completing any required revisions.

We extend our best wishes for the 6th InHEIC 2026, hoping that it will bring great benefits to all of us and serve as a forum for exchanging ideas and enriching experiences.

Om Santih, Santih Santih Om,

Sincerely,

Kusmawan Aditya

Chairman of The Committee

WELCOME REMAKS

Director of Politeknik Pariwisata Bali



Dear Esteemed Participants, Distinguished Speakers, and Valued Partners,

On behalf of Bali Tourism Polytechnic, it is a great honor to extend a warm welcome to all participants of The 6th International Hospitality, Entrepreneurship and Innovation Conference 2026. It is conveyed with sincere appreciation that the presence of all distinguished guests, partners, and participants reflects a shared commitment to advancing knowledge, strengthening academic collaboration, and fostering meaningful global engagement within the hospitality community.

In light of today's rapidly evolving global landscape, the urgency to reimagine the future of hospitality has become increasingly significant. This year's theme, "Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability," underscores the critical need for the industry to adapt to demographic shifts, technological advancements, and sustainability challenges. The coexistence of multiple generations demands more inclusive, adaptive, and forward-thinking approaches. Therefore, this conference serves as a vital platform to encourage innovation, promote entrepreneurial mindsets, and cultivate sustainable solutions that are responsive not only to present needs but also to future transformations, while maintaining a collaborative and inclusive academic environment.

Special recognition is extended to Woosong University for its invaluable partnership and unwavering commitment to academic excellence. As a globally recognized institution, Woosong University has played a significant role in enriching this conference through its academic expertise, international perspective, and active contribution to knowledge exchange. This collaboration represents a strategic partnership that strengthens institutional capacity, expands global networks, and enhances the quality of education in alignment with international standards.

It is sincerely hoped that this conference will serve as a sustainable foundation for future collaboration, fostering innovation, resilience, and global competitiveness among all participants. Furthermore, the outcomes of this initiative are expected to contribute to the

development of human resources who are not only academically competent but also adaptable, creative, and prepared to address the complex challenges of the future hospitality industry. Through continued partnership and a shared vision, this collaboration aspires to generate long-term impact and support the advancement of a more resilient and sustainable global hospitality ecosystem.

Sincerely,

Dr. Drs. Ida Bagus Putu Puja M. Kes.
Director of Politeknik Pariwisata Bali

WELCOME REMARKS

Coordinator of Hotel Management Study Program



Om Swastiastu,

Dear Honorable Speakers, Distinguished Participants, and Valued Partners,

It is my great honor, as the Coordinator of the Hotel Management Study Program of Bali Tourism Polytechnic, to welcome you to The 6th International Hospitality, Entrepreneurship and Innovation Conference (InHEIC) 2026. I would like to express my sincere appreciation to our keynote and plenary speakers, collaborating institutions, presenters, industry partners, lecturers, and especially our students whose dedication and commitment make this conference possible.

Within our study program, this conference is an integral part of the Managerial Application course, where students are actively engaged in planning, coordinating, and executing an international academic event. Through this experience, students not only develop operational management skills, but also strengthen their leadership, teamwork, strategic thinking, and professional communication skills that are essential in the hospitality industry.

Aligned with this year's theme, *"Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability,"* this conference reflects our commitment to preparing future hospitality professionals who are adaptive, innovative, and responsible in addressing global challenges.

May this forum strengthen collaboration between academia and industry and generate impactful ideas for the advancement of the hospitality industry

Om Santih, Santih, Santih Om.

Sincerely,

Ni Made Suastini, SE., MM., CHE

Coordinator of Hotel Management

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Visitor Attraction to Ephemeral Art Experiences at Roh Projects: Exploring Influencing Factors

¹Nazma Nurlaila Tamam, ²Suciana Wijirahayu, ³Syakira Nasyela Fahma, ⁴Jasmine Julia Zahra, ⁵Tania Mar'atun Nida Khilawat

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Abstract

This study aims to identify factors that influence visitor attraction to the ephemeral art experience at the Roh Projects gallery in Jakarta. Ephemeral art, known for its temporary and impermanent nature, presents both challenges and unique attractions in the context of a contemporary art gallery. The research method used descriptive qualitative through field observations and literature analysis regarding visitor behavior in art spaces. The results show that the main attraction for visitors is triggered by a sense of urgency due to the temporary nature of the works, as well as the uniqueness of the curatorial concept that offers an unrepeatable sensory experience. In addition, the aesthetic factors of the gallery space and the narratives constructed by the artists also play a significant role in increasing visitors' emotional engagement. This study concludes that the success of the ephemeral art exhibition at Roh Projects depends heavily on the gallery's ability to create a connection between the philosophical value of the "fleeting" works and visitors' desire for an authentic experience.

Keywords: contemporary art, Roh Projects, Visitor Experience.

Introduction

In recent years, contemporary art spaces have shifted toward experience-based exhibitions that emphasize immersion and temporality. Ephemeral art, characterized by its temporary and interactive nature, has become increasingly popular among modern audiences. This study investigates the factors influencing the attraction of visitors to ephemeral art experiences at Roh Projects, a gorgeous contemporary art gallery museum.

The transition from the humid, historical hum of Cikini into the threshold of ROH Projects is more than a change in temperature; it is a shift in frequency. To enter this space is to step out of the frantic rhythm of Jakarta and into a curated silence. As a narrative inquiry, my visit wasn't merely a viewing of art, but a storied encounter with space, light, and the quiet intentionality of Indonesian contemporary art.

While the atmospheric elements of ROH Projects offer a rich descriptive landscape, this study transcends a purely narrative account by applying the theoretical

frameworks of transformational innovation (Rieple et al., 2023) and environmental experience evaluation (Lee, 2025). By employing a dual-phase methodology—consisting of digital sentiment mining from public discourse and structured respondent surveys—this research moves beyond anecdotal evidence. This systematic approach allows for the quantification of "visitor attraction" as a measurable construct, thereby identifying the specific socio-technical and environmental factors that sustain engagement within ephemeral art spaces. Consequently, this study aligns with the standards of academic inquiry by triangulating qualitative richness with empirical validation.

This study investigates the factors influencing visitor attraction to ephemeral art experiences at ROH Projects, a contemporary art gallery in Jakarta that increasingly presents exhibitions through dynamic, temporary, and interactive formats. Drawing on the gallery's curatorial practices and its use of flexible spatial arrangements, the study examines how artistic novelty, sensory immersion, interpretive engagement, and participatory opportunities shape audience interest and visitation intentions. The findings are expected to show that visitors are not only drawn to the artworks themselves, but also to the broader experiential environment created through exhibition design, artist talks, and the temporal character of the displayed works. By focusing on ROH Projects, this research contributes to a deeper understanding of how contemporary art spaces can attract audiences through ephemeral and experience-based exhibitions

Literature Review

This research is grounded in several theoretical foundations related to visitor behavior and the dynamics of modern art galleries. First, regarding visitor motivation and interactive experiences, Şahin (2020) explains that understanding audience motivation is crucial to creating a meaningful experience in an art gallery. Similarly, Ntalla (2017) emphasizes that in the context of modern museums and galleries, interaction is no longer merely an accessory but a key element in shaping audience engagement. This interaction allows visitors to explore the works personally, ultimately determining their level of satisfaction with the exhibition.

Second, the immersion process within visitor attractions is a crucial dimension in understanding how audiences engage with exhibition spaces. Referring to the concept of experiencescape in visitor attractions (2019), consumer immersion occurs when visitors act not merely as passive observers but are emotionally and sensorial "immersed" in the gallery environment. This immersion process creates a profound engagement that transforms an ordinary visit into a transformative experience where the boundaries between the artwork and the viewer become increasingly blurred.

The Evolution of the Visitor Experience

Modern research emphasizes that the visitor experience is no longer a passive interaction but a complex, multisensory journey. Pourabedin and Pryce (2022) highlight the importance of multisensory engagement in heritage settings, noting how sensory inputs define the atmosphere of boutique accommodations. This is

further expanded by Cheng et al. (2023), who evaluate various influencing factors that shape how audiences perceive and interact with offline art exhibitions. In the realm of tourism and events, Rieple et al. (2023) discuss the significance of transformational innovation within ephemeral experiences, while Salem et al. (2026) demonstrate how performing arts tourism extends beyond the stage to fundamentally reshape tourist perceptions and the overall image of a destination.

Digital Integration and Technological Immersivity

The integration of digital tools has become a cornerstone of contemporary engagement strategies. Kuntjara et al. (2025) illustrate this through their case study on DPirang, showing how digital art installations can enhance multicultural visitor engagement. Similarly, Lee (2025) explores the construction of immersive VR museum spaces, evaluating them through the lens of environmental art to understand how virtual spaces impact user experience. These digital shifts are particularly influential among younger demographics; for instance, Liu et al. (2025) examine the intersection of digital platforms and religion among Generation Z, showcasing how technology reshapes traditional belief systems and community interactions in a digital age.

Cultural Heritage and Place-Making

The preservation and communication of cultural identity remain central to the success of heritage sites. Nilson and Thorell (2018) provide a broad overview of cultural heritage preservation, bridging the gap between past practices and future needs. On a more specific level, Al Matani (2024) emphasizes the role of ethnomusicology in preserving intangible cultural heritage, ensuring that oral and musical traditions are not lost. This connection to "place" is also a social phenomenon; Jordan (2019) investigates the concept of place-making and how specific demographics, such as Millennials, interact with the geographical and cultural fringes of a society. Ultimately, as Dekker and Morea (2023) argue, realizing the true value of art and heritage requires a nuanced understanding of both its economic and intrinsic cultural worth.

The theoretical frameworks of immersive experience and transformational innovation are vividly realized in the contemporary Indonesian art scene, as evidenced by the strategic programming at ROH Projects. The gallery's concurrent exhibitions, *Aperture* and *Labyrinths (Libraries)*, exemplify the "ephemeral experiences" described by Rieple et al. (2023), where the physical space is transformed to challenge visitor perception (CXO Media, 2022). Furthermore, the operational and conceptual foundations laid out in the ROH Press Release (2022) reflect the "influencing factors" identified by Cheng et al. (2023), demonstrating how professional gallery spaces curate specific environmental cues to heighten visitor engagement. By analyzing these specific case studies alongside broader academic literature, it becomes clear that the success of modern exhibitions relies on a deliberate synergy between the physical environment and the visitor's sensory journey. Finally, the influence of social media and visual imagery has become a determining factor in public visit intentions. Studies on "Instagrammable" destinations show that visual representation on social media, particularly Instagram,

strongly correlates with visit intention. In this context, social media serves as a catalyst, not only disseminating information but also sparking curiosity and creating a sense of urgency for the public to visit art galleries in person for a similar visual experience.

Research Methodology

In this This research uses a descriptive qualitative approach with a case study at ROH Projects, Jakarta. This approach was chosen because the research wanted to deeply understand the visitor experience as well as the factors that made them interested in the ephemera art exhibition which is temporary and interactive.

Data was collected through several techniques, namely direct observation of the exhibition atmosphere, layout, and visitor interaction; documentation in the form of exhibition catalogues, photos, or official gallery information; as well as semi-structured interviews or open questionnaires to visitors who have come to ROH Projects. Respondents are chosen purposively, namely visitors who are considered to have relevant experience with the research object.

This study involved 15 purposively selected respondents. Although this sample size appears small quantitatively, in the context of this descriptive qualitative study, it was determined based on the principle of data saturation.

The data collection process, using open-ended questionnaires and semi-structured interviews, showed that after the 12th to 15th respondents, the information obtained began to show similar and repetitive patterns of responses. No new themes or significant additional information were discovered regarding factors that attract visitors to Roh Projects after reaching the 15th respondent.

This is evident in the consistency of the main themes that emerged, such as urgency due to the temporary nature of the work (FOMO) and the influence of social media, which were consistently agreed upon by the majority of respondents. Therefore, this sample size of 15 was deemed sufficient to provide an in-depth and comprehensive understanding of the phenomenon under study without the need for additional participants who would simply repeat existing information.

After the data was collected, the researcher conducted a thematic analysis to find answer patterns related to visitor attractiveness. The focus of the analysis is directed to factors such as the uniqueness of the work, visual experience, space atmosphere, emotional value, and curatorial quality. In this way, the research can explain how ROH Projects creates an art experience that affects the interests of visitors.

Results and Discussion

Initial Interest: Social Media and the Urgency of Presence

For visitors, who are predominantly students and the general public, the journey largely begins in the digital realm or through word-of-mouth recommendations from

friends and family. Many participants first learned about the exhibitions at Roh Projects Gallery in Cikini through social media. A prominent narrative among them is how art trends on platforms like Instagram or TikTok serve not only as information hubs but as active catalysts driving their desire to visit. This interest is sparked by the visualization of artworks appearing on their feeds, fostering a deep curiosity about the physical space (Giannopoulos, et al., 2022).

A key narrative aspect that emerged is the sense of urgency. The ephemeral nature of the artworks creates an awareness that the experience is time-bound. A recurring narrative among visitors is the "now or never" sentiment. The dynamic changes in themes and installations trigger a "fear of missing out" (FOMO), which ultimately makes a visit to Roh Projects feel more thrilling and exclusive compared to galleries with permanent collections. Visitors don't want to miss out on capturing the moment by taking photos as a form of appreciation for the work or simply to share this story on social media.

Arrival and Initial Exploration



Figure 1: Roh Projects Art Gallery at Cikini front view

Upon entering the Roh Projects gallery area, the atmosphere shifts significantly: a vast and shaded expanse welcomes the visitors. As they step inside, visitors typically begin their journey by entering a quiet, minimalist space. The strategic use of lighting makes the artworks appear more precious, serving as a key element in establishing a powerful first impression. The atmosphere stands in stark contrast to the hustle and bustle of Jakarta—hushed yet mesmerizing. Visitors often pause to take in the surroundings, seeking a starting point for their exploration. Some mentioned feeling a sense of bewilderment or "strangeness" initially, but the calm environment and helpful gallery staff helped them transition into a state of comfort. *"When I first entered, I felt as if I were in another dimension. The quiet atmosphere, the vast room, and the minimal decoration made me want to explore further."* — Ahmad Fauzi

Many visitors describe their visit not merely as viewing objects, but as chasing an unrepeatable moment. Because the exhibited works are temporary and subject to change, visitors feel a heightened enthusiasm to explore every corner of the gallery.

This space continuously presents different artistic themes in each season, making every visit feel new and unrepeatable. This seasonal transformation leads me to question how novelty influences visitor attraction do people come because they are curious about what will appear next, or because they do not want to miss a limited-time experience. The idea of Roh Projects as a “hidden gem” also adds another layer to this inquiry. It is not a mainstream tourist destination, yet it gains recognition through the distinctiveness of its artworks. This makes me wonder whether exclusivity and the feeling of “discovering something rare” play a stronger role in attracting visitors than popularity itself.

Furthermore, the exploration of how this hidden and ever-changing nature shapes the overall visitor experience. Being in a place that is not widely known might create a more intimate and personal connection with the artworks, allowing visitors to engage more deeply without the overwhelming crowds found in larger museums. At the same time, the ephemeral aspect where exhibitions change each season encourages a sense of urgency and presence. I find myself questioning whether visitors are more drawn to the artistic value or to the experience of being part of something temporary and special. In this way, Roh Projects does not simply display art; it creates a dynamic environment where curiosity, exclusivity, and temporality intertwine, influencing how and why visitors choose to come and engage.

Emotional Engagement

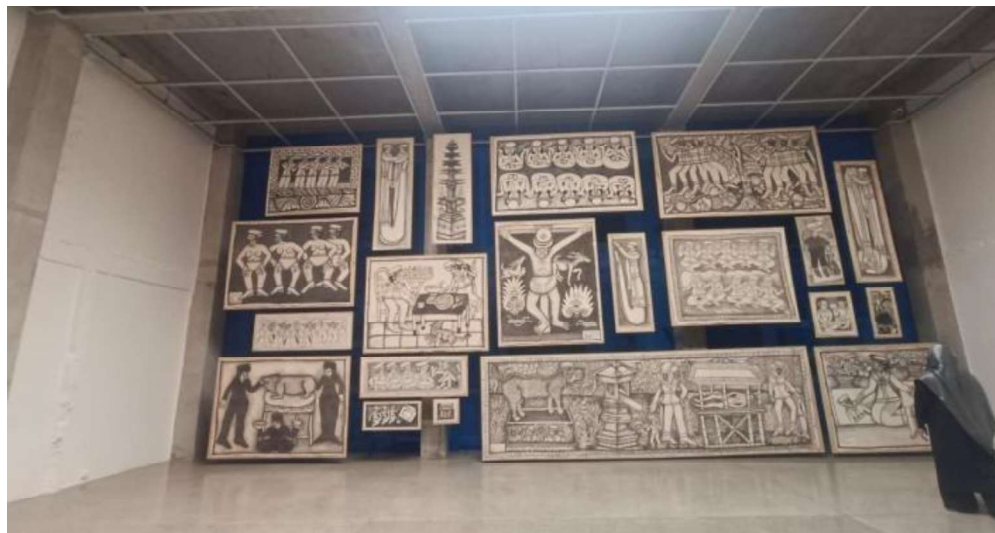


Figure 2: art installation from oototol, Roh Projects in Cikini

The gallery’s spatial atmosphere plays a crucial role in shaping the visitors' emotional narratives. Visitors do not just interact with the art; they engage with an immersive spatial design where the layout and lighting enhance the perceived value of the works. In these narratives, the physical aspect of the Roh Projects space acts

as a "stage" that amplifies the allure of the art. Visitors do not just see; they "feel" the atmosphere.



Figure 3: Art installation from oototol,Roh Projects in Cikini

Every perspective offers a different story, leading visitors to spend more time in personal observation. The minimalist design of Roh Projects allows ephemeral works to "breathe" and dominate the visitors' emotional consciousness. Furthermore, participants stated that art themes relevant to current social and cultural issues significantly intensified their interest. This experience is also closely intertwined with the visitors' digital identities; sharing photos and moments from Roh Projects on social media becomes a driving motivation that completes the overall visiting experience.

Deep Reflection: Satisfaction, Constraints, and Future Support

At the conclusion of their experience, visitors reflect on the primary draw of the gallery—whether it be the unique artworks, the comfortable environment, the artist's appeal, or the boundless inspiration gained. Beneath the high levels of satisfaction, the participants' narratives also candidly reveal certain factors that hinder them from visiting onsite more frequently. Visitors also provided constructive suggestions to ensure Roh Projects continues to attract new audiences.

Overall, the participants' narratives confirm that the experience of ephemeral art does not end at the gallery exit; rather, it influences their commitment to supporting the local art scene in the future. The impact left on visitors is long-lasting. Roh Projects' success in bridging the philosophical value of the work with the visitors' desire for an authentic experience is the key to its attraction. These narratives often conclude with a profound and lasting impression, demonstrating that the short duration of an exhibition does not diminish the intellectual and emotional impact received by the audience.

This section presents the research findings through the narrative of visitor experiences, structured according to the stages of their interaction with the gallery space and the ephemeral artworks at Roh Projects. A narrative inquiry approach is employed to describe how visitors experience, interpret, and are influenced by the spatial atmosphere and the temporal nature of the art.

Table 1: Thematic Analysis

Theme	Survey Statement	Frequency
Urgency & Exclusivity	1. The temporary nature of the art at Roh Projects makes it more exciting to visit.	10
Emotional Attachment	2. I am attracted to Roh Projects because the artworks change frequently, creating a sense of urgency to visit.	10
Emotional Attachment	3. The uniqueness or rarity of ephemeral art experiences influences my decision to visit.	7
Emotional Attachment	4. Art at Roh Projects gives a sense of exclusivity that makes me want to come.	5
Curiosity	5. The rapid change of theme or art installation triggered my curiosity.	8
Emotional Attachment	6. Art themes that are relevant to current social/cultural issues affect my interests.	6
Social Media Influence	7. Art trends on social media (such as Instagram/TikTok) encouraged me to visit Roh Projects.	6
Social Media Influence	8. The experience of sharing photos/moments on social media motivates the visit.	7

Spatial & Layout	9. Gallery space design and lighting at Roh Projects make the ephemeral experience more interesting.	6
Comparative Attraction	10. The Roh Projects Gallery is more attractive than other art galleries in Jakarta because of its temporary nature.	6
Future Support	11. A visit to Roh Projects influenced my choice to support local art in the future.	7
Satisfaction	12. Overall, how satisfied are you with your art experience at Roh Projects Gallery in Cikini?	Average rating (4.33)

[Source : Information from the visitors through questionnaire Nazma et al. 2026]

A Based on the thematic analysis of the respondents' answers (Table 1), it was found that the primary attraction of ROH Projects is rooted in the inherent nature of the art offered, as well as external social media influences. The detailed analysis is as follows:

1. Urgency and Exclusivity

The temporary nature of ephemeral art exhibitions serves as the most potent deciding factor. A total of 10 out of 15 respondents stated that the non-permanent characteristic of the exhibition created a higher level of enthusiasm to visit. This indicates a "Fear of Missing Out" (FOMO) phenomenon among visitors; they feel compelled to visit immediately before the work changes or is removed (Eman et al.2025). The "once-in-a-lifetime" nature of these art installations provides a sense of exclusivity that cannot be found in conventional galleries with permanent collections.

2. Emotional Attachment and Uniqueness

This study identifies that the emotional bond formed between the visitors and the gallery is built through several key aspects:

Periodic Changes: 10 respondents felt attracted because frequent changes in the artworks create emotional urgency.

Uniqueness & Rarity: 7 respondents emphasized that the rarity of the ephemeral art experience significantly influenced their decision.

Relevance of Themes: Beyond visual aesthetics, 6 respondents stated that art themes relevant to current social and cultural issues provided an emotional depth that increased their interest in the work.

3. Curiosity and Novelty

The rapid pace of change in themes or installations at ROH Projects successfully triggered curiosity in 8 respondents. The ever-evolving dynamics of the gallery ensure that every visit offers a fresh experience, thereby preventing visitor fatigue and encouraging repeat visitation (Kuntjara et al., 2025).

4. The Role of Social Media and Spatial Experience

Complementing the thematic data, the additional questionnaire results (Figure 3) highlight the crucial role of social media:

Motivation to Share: 7 visitors were motivated to visit specifically to share moments or photos on social media.

Digital Trends: 6 visitors admitted that art trends they observed on Instagram or TikTok served as the initial trigger for their visit.

Spatial Design: Besides the art itself, 6 visitors agreed that the spatial layout and lighting design at ROH Projects are key elements that make the experience of enjoying ephemeral art far more visually engaging and immersive.

Complementing the thematic data, the questionnaire results illustrated in Figure 3 underscore the significant impact of digital connectivity and environmental design on visitor behavior. The findings reveal a distinct digital-to-physical pipeline, where the motivation to visit was often driven by the desire to document and share the experience on social media (7 respondents), while digital trends on platforms like Instagram and TikTok served as the primary catalyst for attendance for another 6 participants. This shift aligns with the observations of Şahin (2020), who posits that modern art center visitors are increasingly motivated by a blend of self-representation and the pursuit of unique experiences. Furthermore, 6 visitors highlighted that the spatial layout and lighting design at ROH Projects are as critical as the art itself, creating a visually immersive environment that enhances the ephemeral nature of the exhibition. By integrating these social and spatial factors, the study confirms that the contemporary art experience is a multifaceted phenomenon where digital visibility and physical atmosphere are inextricably linked.

5. Satisfaction Levels and Future Advocacy

Overall, the art experience at ROH Projects received a highly positive response, with an average satisfaction score of 4.33 out of 5.00. This has a significant impact on visitor sustainability, with 7 respondents stating that their visit to ROH Projects has influenced their desire to further support the local art ecosystem in the future.

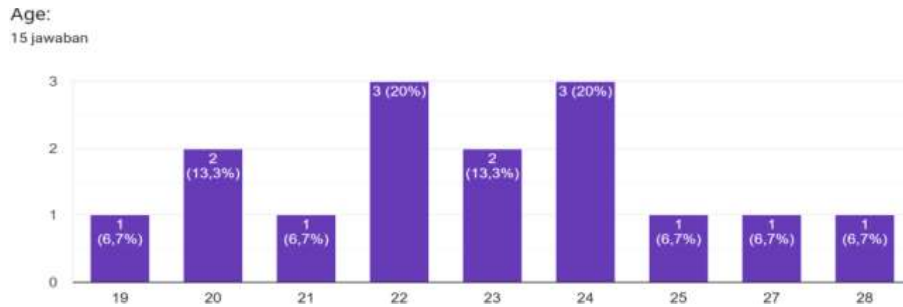


Figure 4: Demographic Age

[Source : Information from the visitors through questionnaire Nazma et al. 2026]

Based on the results of a questionnaire involving 15 respondents (Figure 4), it was found that visitors to the ROH Projects exhibition ranged in age from 19 to 28. The data indicates that most respondents are of a productive age, closely aligned with social media penetration and urban lifestyle trends.

The peak age distribution was between 22 and 24 years old, with each group contributing 20% (3 respondents) of the total data. Furthermore, the 20 and 23 year olds each contributed 13.3% (2 respondents). This age range indicates that the appeal of ephemeral art exhibitions at ROH Projects is particularly strong among final-year students and young professionals (recent graduates).

The presence of visitors in this age group reinforces the findings in the next section, where social media and the need for unique aesthetic experiences were the primary drivers of visitation (Salem, et al.2026). The 19-28 age group tends to have high digital literacy, enabling them to act not only as art connoisseurs but also as information disseminators (amplifiers) through their respective digital platforms.

Conclusions

The research results show that the attraction of visitors to the ephemera art experience is influenced by several main factors, such as the uniqueness of the work, the atmosphere of the showroom, emotional interaction, and a strong curatorial concept. This study concludes that temporary art experiences not only capture visitors' attention but also enhance their appreciation of contemporary art and can leave a lasting impression on art enthusiasts. In other words, despite its brief duration, the Roh Project has a significant impact on visitors' interest in art.

The findings indicate that this temporary art experience not only successfully captures visitors' attention but also enhances their appreciation of contemporary art and leaves a lasting impression on art lovers. Although the exhibitions at ROH Projects are short-lived, their impact on visitor interest is significant. This is

supported by the demographic profile of young visitors (aged 19–28) who utilize social media as a platform to share their visual and emotional experiences. Essentially, the synergy between immersive spatial design and relevant curatorial narrative has made ROH Projects a new model in Jakarta's art ecosystem—proving that the value of an artwork is not determined by its physical permanence, but rather by the depth of the aesthetic and emotional impact it leaves on its audience.

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