

Strategi pengembangan virtual tour : studi kasus Museum Nasional Indonesia = Virtual tour development strategy : a case study of The Indonesian National Museum

Emyr Reyhan Wijaya, author

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Abstrak

Penelitian ini membahas tentang layanan Virtual Tour Museum Nasional Indonesia sebagai alternatif kunjungan di masa pandemi COVID-19. Penelitian ini bertujuan untuk mengidentifikasi bagaimana Museum Nasional Indonesia dapat menjalankan berbagai tugas dan fungsi di masa pandemi COVID-19 dengan memanfaatkan Virtual Tour sebagai alternatif. Selain itu, penelitian ini dilakukan untuk mengetahui bagaimana Museum Nasional Indonesia merancang, merencanakan, dan mengimplementasikan Virtual Tour sebagai pengganti layanan kunjungan selama pandemi COVID-19. Multimedia Development Life Cycle (MDLC) yang merupakan metode yang digunakan untuk merancang dan mengembangkan teknologi multimedia dengan enam tahapan yaitu concept, design, material collection, assembly, testing, dan distribution digunakan untuk mengetahui proses pembuatan Virtual Tour. . Selanjutnya, penelitian ini juga membahas bagaimana Museum Nasional Indonesia mempromosikan layanan Virtual Tour di masa pandemi COVID-19 dengan menerapkan unsur strategi bauran promosi yaitu humas dan pemasaran langsung.This study discusses the National Museum of Indonesia Virtual Tour service as an alternative visit during the COVID-19 pandemic. This study aims to identify how the National Museum of Indonesia can perform various tasks and functions during the COVID-19 pandemic by utilizing Virtual Tour as an alternative. In addition, this study was conducted to find out how the National Museum of Indonesia designs, plans, and implements a Virtual Tour as a substitute for visiting the services during the COVID-19 pandemic. The Multimedia Development Life Cycle (MDLC), which is a method used for designing and developing multimedia technology with six stages, namely concept, design, material collecting, assembly, testing, and distribution was used to find out the process of making a Virtual Tour. Furthermore, this study also discusses how the National Museum of Indonesia promotes Virtual Tour services during the COVID-19 pandemic by implementing elements of the promotional mix strategy, namely public relations and direct marketing.