

Research Article

“Virtual Reality as an Alternative Media for Socialization of Polimedia PSDKU Makassar CAMPUS”

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Abstract.

This study aims to design, manufacture, and implement virtual reality as an alternative for immersive campus socialization for SMA/SMK students in South Sulawesi. The target of this study was to assess the level of acceptance and readiness of students in SMA/SMK to use virtual reality as an alternative medium for campus outreach. This study used descriptive quantitative techniques with data sources based on direct observation and data from the online questionnaires. The main stages of the research method start from topic identification, literature study, research design, data preparation, application development, implementation of applications that have been made, data collection, analysis and interpretation of data, preparation of results reports, and dissemination. The results of this study obtained data that, of the total respondents who were examined, 71.4% of the total respondents said they had never heard of the Makassar PSDKU polimedia campus; 75% of the total respondents stated that they felt as if they were walking around the Polimedia campus; meanwhile, 78.6% of the total respondents stated that they were interested in the campus using socialization media as an alternative to using a campus virtual tour. Based on the results of the study, it was concluded that virtual reality can be recommended as an alternative media for campus outreach at Polimedia PSDKU Makassar which is immersive for SMA/SMK students.

Keywords: virtual reality, immersive, media socialization

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Published 7 March 2024**Publishing services provided by**
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Selection and Peer-review under
the responsibility of the JICOMS
Conference Committee.

1. INTRODUCTION

Politeknik Negeri Media Kreatif (PNMK) is a vocational college based in Jakarta. PNMK has a focus on fields that support the creative industry in Indonesia. In terms of infrastructure, PNMK has adequate facilities to support student academic and creative activities. Some of the facilities available include a recording studio, photography studio, animation studio and computer lab equipped with the latest design software and several other facilities.

PNMK also has study programs outside the main campus (PSDKU), namely in Makassar and Medan. For the campus at PSDKU Makassar which is located on Jl. Pioneers of Independence VI/50 Makassar City with a campus location located ± 200 meters from

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the side of the main road, Polimedia Makassar has a mission to produce graduates who have creative and innovative abilities and are able to compete in the era of globalization.

Polimedia PSDKU Makassar offers study programs in the fields of graphic design, multimedia, publishing, advertising, graphic engineering. Each study program is equipped with a comprehensive curriculum and supported by quality facilities and teaching staff. Apart from that, Polimedia Makassar also emphasizes direct practice and solving real problems inside and outside the classroom, so that graduates are ready to enter the competitive world of work.

So far, various information about PNMK PSDKU Makassar has not been fully socialized well and reached more immersively for high school/vocational school students in remote areas of the district, especially in South Sulawesi, so the opportunity for PSDKU Makassar to attract more students from the regions has not been maximized, this is what The background for us to raise research entitled: Virtual Reality as an Immersive Alternative Socialization Media for the PSDKU Makassar Polymedia Campus for High School/Vocational School Students in South Sulawesi. With this virtual reality socialization media, it is hoped that it will be able to provide a virtual tour experience and be closer to the PNMK PSDKU Makassar campus. for students even though the SMA/SMK students are far away in a district in South Sulawesi

2. METHODOLOGY/ MATERIALS

The research method used for this research is quantitative descriptive research by following the following stages:

2.1. Research Stages:

2.2. Research Location

This research is located at the Makassar PSDKU Creative Media State Polytechnic campus as an object that will be used as a virtual reality environment and the research respondent sample is from high schools/vocational schools representing at least 3 districts/cities in South Sulawesi

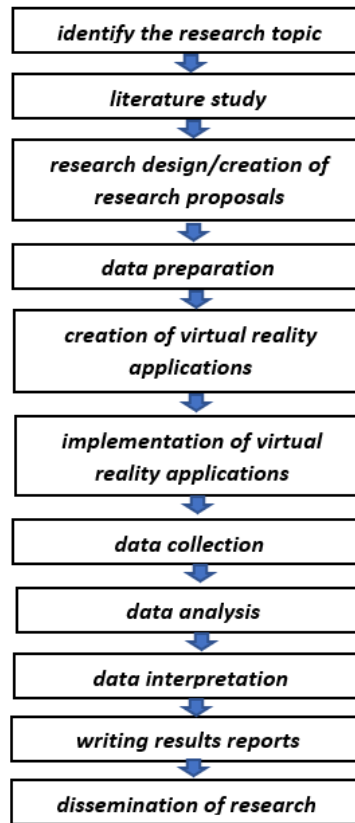


Figure 1:

2.3. Observed/Measured Variables

The variables observed were high school/vocational school students who were used as samples for this research by assessing the level of acceptance and readiness of high school/vocational school students to use virtual reality as an alternative media for campus outreach.

2.4. Data Collection Techniques

Data was collected using an online questionnaire using 3 district samples with at least 1 school in each district.

2.5. Data Analysis Techniques

The data analysis technique used is descriptive quantitative, namely data from the results of the online questionnaire will be processed and analyzed using a Likert scale to produce a percentage of the level of readiness and acceptance of the implementation

of virtual reality as a socialization media which then uses graphic info in the form of a pie cart and then presented in descriptive form. quantitative.

2.6. Details of Activities and Outcome Targets at Each Stage

- Identify the Research Topic, namely: Selecting a topic that suits your interests, skills and available resources. The output target at this stage is: Producing a Research Title and Producing a Problem Formulation.

- Literature study, namely: literature review to gain an understanding of the research topic and identify related research that has been carried out. The output target at this stage is: Produce relevant references

- Research Design, namely designing an appropriate research methodology, choosing appropriate data collection methods, and developing valid and reliable measurement instruments. The output target at this stage is: Producing a research proposal

- Data preparation, namely preparing the environment and resources needed for data collection, such as recruiting participants, obtaining ethical approval, and preparing data collection equipment. The output target at this stage is producing a questionnaire design

- Making Virtual Reality Applications is made using: HTML, CSS, Javascript and other Supporting Applications. The output target at this stage is: Producing website-based Virtual Reality Applications.

- Implementation of the Virtual Reality Application, namely coordinating with the sample schools to determine several students who will access the Virtual Reality application online via the URL link that has been provided. The output target at this stage is to produce partner schools as samples for implementing the virtual reality application.

- Data collection, namely by using methods that have been designed and measurement instruments that have been created. The output target at this stage is feedback from students in the form of questionnaire answers after using the application.

- Data Analysis, namely carrying out data analysis using appropriate statistical methods to answer research questions. The output target at this stage is producing quantitative data.

- Data Interpretation, namely interpreting the results of data analysis to find answers to research questions and discussing the implications of the findings. The output target at this stage is producing descriptive data from quantitative data to formulate the implications of the findings.

- Writing Results Reports, namely writing research reports that are clear, structured and in accordance with academic standards that cover all research stages and explain in detail the research methods, results and conclusions. The output target at this stage is producing research results reports

- Dissemination of Research Results, namely Dissemination of research results with presentations at conferences/campuses or publication in journals and creation of IPR. The output target at this stage is Producing publications in the form of scientific journals or IPR

3. RESULTS AND DISCUSSIONS

To obtain research results, a research instrument is needed in the form of an online closed questionnaire (answer options yes or no) using 4 question items which will be given to high school/vocational school students who are the sample in this research, namely:

1. Have you opened the website: <https://virtualization.online/> ?
2. Have you ever heard of the state polytechnic campus for creative media (polimedia) before?
3. After opening the website <https://virtualization.online/> , do you feel as if you were walking on the Polimedia Makassar campus?
4. Would you be interested if the campus provided a virtual campus as a medium for socializing introductions to the campus environment as a reference for those of you who want to continue studying?

Based on the questionnaire which was filled out by 33 respondents using random sampling from schools from 4 different districts, the following histogram results were obtained:

From these data it can be explained that 100% or all respondents had opened the website page <https://virtualisation.online/> before filling out the questionnaire, 71.4% of respondents stated that they had never heard of the name of the creative media state polytechnic campus (polimedia) before, this This means that Polymeda still needs a lot of outreach to high school/vocational schools in the area. After opening the virtualization of the Polimedia campus on the website <https://virtualisation.online/virtual.html> as many as 75.0% stated that they felt as if they were walking on the Polimedia campus, this means that many of the total respondents were able to feel the sensation immersive from campus virtualization, apart from that, 78.6% said they were interested if the campus

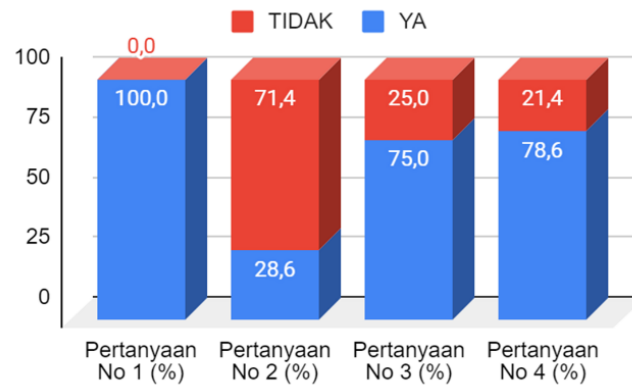


Figure 2:

provided a virtual campus as a medium for socializing introductions to the campus environment as a reference for students who want to continue their studies.

4. CONCLUSION

Based on the research results, it is concluded that Virtual Reality can be recommended as an alternative media for campus socialization at Polimedia PSDKU Makassar which is immersive for high school/vocational school students.

5. RECOMMENDATION

Polimedia provides alternative campus outreach to high school/vocational school students in district areas using virtual reality.

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