

# Media Website Based on Virtual Tour Campus as An Alternative to Get to Know More the Creative Media State Polytechnic of Jakarta for Stakeholders

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**Abstract.** This study aims to design and implement a virtual tour-based campus website media as an alternative to get to know the Jakarta Creative Media State Polytechnic better for stakeholders. The method used in this study is quantitative descriptive with the main data source from an online questionnaire. The main stages of the research method are starting from topic identification until dissemination. Based on the data analysis carried out, this study obtained the results that the majority of stakeholders surveyed stated that they felt the impression of being on a campus tour at Polimedia Jakarta and could virtually observe the environment around the Polimedia campus. Based on the results of the study, it was concluded that the closeness between stakeholders and the Polimedia campus can be built, one of which is through the Polimedia Virtual Campus.

**Keywords:** Website, Virtual Media, Campus Tour, Polimedia Jakarta, Stakeholders.

## 1 Introduction

One of the state higher education oriented to the development of the creative industry, the Jakarta State Polytechnic of Creative Media (Polimedia) has been operating since several years ago. This polytechnic already has several study programs that are relevant to the creative industry in Indonesia. Polimedia continues to race to become one of the centers of vocational education in the field of creative industries in Indonesia. For details of the study program and learning process at Polimedia Jakarta, you can access the website at <https://polimedia.ac.id> Polimedia Jakarta through this website to provide information to educate the public and prospective students. However, there are still some services that can be improved in order to provide more precise and accurate information about life on campus. A number of new students have a desire to see more about the conditions on campus such as existing facilities, and how the previous teaching and learning process was. However, according to information that this still needs to be improved in accordance with the expectations of the general public, the public has not received adequate information in detail such as things that are more immersive. This is still a gap between expectations and reality in society.

To overcome this gap, solutions that can be offered are such as virtual campus tours, this will greatly help the community to understand more about polymedia campuses. Virtual campus tours are designed to make it easier and more engaging for prospective students to experience the campus atmosphere without having to be physically present. Given the fact that Polimedia Jakarta has great potential in the field of creative media, its digital marketing must be prioritized. However, the use of digital technology to improve higher education at Polimedia Jakarta has not developed well. There is a significant gap between what is technologically possible to develop and do in the context of education but has not been well implemented. Therefore, a virtual campus tour can not only help alleviate some problems, but also improve the image of Polimedia Jakarta in the eyes of prospective students and other stakeholders.

Currently, it seems that almost every college in the world is already using virtual tours as one of the marketing strategies to increase appeal to prospective students. The disparity between Polimedia Jakarta and various other universities that have this technology is almost non-existent, but this can be used to improve the position and competitiveness of Polimedia. The virtual campus tour will provide more value to the students and stakeholders concerned, as well as to Polimedia Jakarta itself, because it will be able to improve the image and reputation of Polimedia Jakarta in the world of higher education. In addition, the concept of this virtual tour may not be new in some sectors. For example, the tourism sector as one of the expected tax contributors for the state has also implemented virtual tours that are used as a means of promotion to prospective tourists.

Mohan et al. 2023 stated that "The incorporation of virtual reality technology in the tourism sector has had a tremendous impact on the economy. This is called Leaky Bucket Syndrome where businesses can throw money away due to new technologies that are being developed. One of the emerging effects of virtual reality on tourism is its ability to capture and disrupt traditional distribution channels as well as revenue streams. What this means is that, by presenting a fully immersive virtual experience, tourism destinations can market directly to a wide range of potential travelers and reduce reliance on traditional intermediaries such as travel agents and tour operators. Virtual reality in tourism can also create significant new revenue streams from the sale of virtual experiences, merchandise, and ancillary services. Virtual travel platforms can offer their services through subscription, pay-per-view, or in-app purchase models that provide content creators and platform operators with a sustainable source of revenue" [4].

In addition, virtual technology can be beneficial for tourism marketing and advertising of educational institutions. In the marketing aspect, virtual tourism allows potential tourists to experience different cultures and places, which generates more interest in actually visiting those places, in addition to other amenities such as residence, transportation, and food service. This phenomenon does not stop at the promotional aspect, as educational institutions can promote themselves through so-called virtual socialization campaigns in which they target prospective students, business professionals, and other influential members of society. The stakeholders can then make decisions about the institution with more knowledge about the programs provided by Polimedia Jakarta.

In the event of a different enrollment area, it allows individuals with limitations to travel physically, such as those who are unable due to physical disabilities, budgetary needs, and active workloads, to enjoy visiting meetings even if they are in their homes. In terms of teaching, virtual campus visits are a wonderful way to allow students from more distant areas

to see the offices and learn about the almost scholastic culture at Polimedia Jakarta without sacrificing travel costs or convenience. This greatly expands the scope of the institution and increases the chances of consideration in the midst of student enrollment preparation.

Moreover, the technology behind the birth of the virtual campus continues to develop and gives rise to new innovations such as mixed reality which is a combination of virtual reality and augmented reality. This technology can present interesting and interactive things, which will make participants feel like they are really there. For Polimedia Jakarta, the use of advanced technology can be an attraction for those who might be interested in becoming students and business partners. By creating engaging experiences, the institution can emphasize its modern reputation and image as a technology-savvy institution, and meet the expectations of today's digital generation.

Research on virtual campuses prompted us to create the title: "Virtual Campus Website as an Alternative Media to Bring Jakarta Creative Media State Polytechnic Closer to Stakeholders." This research was conducted to identify stakeholder interest in campus tours in virtual reality. By identifying what they expect and need, we can only solve the problem in a way that is more appropriate and beneficial to all of them. In this case, virtual campus tours are not only an efficient marketing tool, but also a means of connecting the public with Polimedia Jakarta.

## **2 Methods**

This study uses the method of quantitative descriptive which is presenting data descriptively and histogram diagrams based on the various percentage of answers among respondents as a result of the data analysis obtained from the online questionnaire through Google Form. The research phase starts by 1) Identification of Research Topics, namely: Choosing topics that are in accordance with your interests, abilities, and available resources. The output targets at this stage are: Producing Research Titles and Producing Problem Formulations. 2) Understanding the literature research, namely the literature review, Research Topic, and Identification of relevant Research Findings The goal during this stage is to prepare references related to the research 3) Research Design, namely the proper research methodology, selection of the correct data collection method, and the development of valid and reliable measurement instruments. The initial goal for this stage is: to draft a research proposal. 4) Prepare the data, e.g. Prepare the necessary instruments and resources to collect the data 5) Create a virtual on-campus tour web application through HTML, CSS, JavaScript, and other supported applications. The output objective for this phase is the creation of a virtual tour web application on campus. 6) Implementation of the virtual web tour application on campus, i.e. cooperation with the people concerned (in this case, prospective students, parents, prospective students, economics and industry, alumni, government elements). The aim of the output at this stage is to find partner stakeholders as a research sample. 7) Data collection, e.g., using designed methods and measurable instruments. The output objective for this phase is the stakeholder feedback in the form of a survey after using the application. 8) Data analysis, namely data analysis with the proper statistical method to answer research questions. The initial goal at this stage is to create quantitative data. 9) The main essence of data interpretation is the analysis of the data to determine research questions and to find the impacts of these and our subsequent responses. The

purpose of this phase is to use the quantitative data as input to produce the descriptive information from this input and enlighten the effectiveness of the outcomes. The Preparation Report Results - a structured document that incorporates research covering all stages and provides details such as research methods, results, and conclusions. The primary purpose for this phase is to come up with a report on the research findings. 11) Communication of Research Results - this means to the researchers present a publication in the form of a scientific journal or IPR; on the other hand in the absence of a scientific research journal or IPR the presentation of research at the conferences or campus. At this moment the major objective is to announce the research in a scientific journal format or IPR.

### 3 Result and Discussion

The results of this study indicate that the percentage of respondents who agreed with the use of virtual campus tours was higher than those who disagreed, the percentage was obtained from questions via a closed online questionnaire, through 4 questions, namely:

1. Have you opened the website: <https://polimediavirtual.online/> ?
  2. Have you heard of the Polimedia Jakarta campus?
  3. Do you feel like you are touring the Polimedia Jakarta campus when you open the website: <https://polimediavirtual.online/> ?
  4. Do you agree that Polimedia Jakarta has a virtual campus tour as an alternative means to build closeness between stakeholders or the community and the Polimedia Jakarta campus?
- The percentage of results based on respondents' answers can be seen in the histogram diagram below (green indicates agree and other colors indicate disagree)



Figure 1. Results of the percentage of respondents' answers

Based on Figure 1, that has been carried out, there are as many as 26 respondents from various stakeholder elements, including prospective students, parents, industry players, and academics. All of these respondents had accessed the <https://polimediavirtual.online/> website, which is a

virtual tour platform of the Jakarta Polimedia campus. From the survey results, as many as 92.3% of respondents stated that they had heard of the Jakarta Polimedia campus before. This figure shows that Polimedia Jakarta has a fairly high level of recognition among the public. In addition, as many as 69.2% of respondents expressed great interest in visiting the Polimedia campus directly after seeing or knowing information related to this institution. This shows that the existence of Polimedia Jakarta as one of the state polytechnics that focuses on the creative industry has succeeded in attracting public attention. However, although interest in physically visiting is quite high, geographical or time constraints are often an obstacle for many prospective students and other stakeholders to actually be present at the campus location.

In addition, as many as 88.5% of respondents agreed that Polimedia Jakarta needed to hold a virtual campus tour. This percentage reflects the urgency and need for digital solutions that can provide a more realistic picture of the campus atmosphere to prospective students and other stakeholders. Virtual campus tours are considered an effective alternative to bridge the gap between prospective students' expectations for more interactive information and limited physical access to campus. The respondents also assessed that the virtual tour not only helps in providing academic information, but also introduces campus facilities, learning culture, and self-development potential offered by Polimedia Jakarta. Thus, the implementation of virtual campus tours is expected to increase the attractiveness of the institution, expand the reach of promotion, and strengthen the position of Polimedia Jakarta as one of the leading polytechnics in the field of creative media.

## 4 Conclusion

Based on the research results, it can be concluded that stakeholders feel the benefits as if they were touring the Polimedia campus without having to visit the location and agree with the existence of a virtual tour on the Polimedia campus so that closeness between stakeholders and the Polimedia campus can be built, one of which is through the Polimedia Virtual Campus.

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