

ABSTRACT

Physical exhibitions are difficult for everyone to do given the unstable conditions. From this current situation, an innovation was formed, namely the Virtual Exhibition. This is intended as an alternative to the implementation of exhibitions that are constrained due to the pandemic. How to design an interactive virtual exhibition between students of the Telkom Purwokerto Technology Institute as a social distancing effort during the COVID-19 pandemic. The research design used in this research is descriptive qualitative. The purpose of research using descriptive qualitative design is to explain the importance of communication and interactive students in the virtual art space of Telkom Institute of Technology Purwokerto. The data collection techniques used were interviews, observation and documentation. In this study, researchers analyzed the data obtained using the 5W + 1H method. The results of the analysis obtained using the 5W + 1H method can briefly be described like this 1. What is a virtual exhibition and the importance of communication in the art space 2. Who is the audience of virtual exhibitions 3. When did virtual exhibitions appear in the art sphere 4. Where can visitors join virtual exhibitions 5. Why use VRChat as an exhibition media 6. How to use VRChat The conclusion obtained from this research is how we look for alternative exhibition media during the COVID-19 pandemic as a social distancing effort between students of the Telkom Purwokerto Technology Institute. Apart from the art gallery that has been provided by the study program. This alternative can be a solution for students who are hampered by distance due to the current pandemic protocol.

Keywords : *Visual Communication Design, Virtual Exhibition, Virtual Reality*