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The Effectiveness of Graphic on Product's Virtual Exhibitions as Learning Media in VCD UC

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One way to convey student ideas and concepts is through exhibitions. We are in a pandemic COVID-19, the Graphic On Product (GOP) course in the Visual Communication Design study program at Universitas Ciputra (VCD UC) Surabaya uses virtual exhibitions as an alternative service so that students can still expose their work, considering it is part of the exam assessment and is a pass requirement. This study aims to find views on the effectiveness of virtual exhibitions as learning media in GOP courses, used for future considerations, including after the COVID-19 pandemic. This study uses qualitative methods through descriptive analysis of the results of data collection from exploration sources. The virtual exhibition of Graphic On Product VCD UC Surabaya is the subject of research in this study. The informants who will be the study are determined using the purposive sampling method. From the results of the interview, it can be concluded that the virtual exhibition in the GOP course runs quite effectively as a learning medium. The exhibition has given students access to appreciation from visitors, but there is no access to negative comments that can be constructive in their next work. In the future, virtual exhibitions are considered to still be able to be carried out, even after the COVID-19 pandemic because they have a wider range of visitors and the use and operation of the gallery is quite easy but adequate gadgets and internet are needed to be able to access virtual exhibitions.

Keywords: Virtual Exhibition; Learning Media; Graphic on Product.

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INTRODUCTION

One of the ways to convey student's ideas and concepts, both academic and non-academic according to Mutezar (2021) is event. The Visual Communication Design study program at Ciputra University (VCD UC) Surabaya annually facilitates exhibitions of student's work to gain appreciation and/or feedback from visitors. According to Widjono (2020), exhibitions are generally an event for students to offer new concepts or ideas in the form of works. In other words, according to Cline (2012) exhibitions can be said to be a catalyst for student work that is offered to the general public.

The COVID-19 outbreak has had a major impact, especially according to Firman (2020) in the field of education. The process of learning and teaching activities at UC Surabaya is currently delivered online at home, intensive efforts are needed to provide alternative services so that students can expose their work to the general public, considering that this is also part of the final semester exam assessment and graduation requirements for students in certain courses such as Graphic On Product (GOP) courses.

The GOP course is the main/ core class at VCD UC, where students are taught to know about the definition and function of graphics on products (pattern design) applied to commercial products. There are several tasks that must be done by students in this course, such as book cover design, Flow's label design, and collage art design. At the end of the week of lectures, students are given the opportunity to expose their ideas and concepts in order to gain appreciation and/or feedback in improving the quality and insight into their next works.

Seeing these problems, UC VCD finally tried new method, virtual exhibition. According to Khairunnisa (2021), virtual exhibitions are used by considering the uncertain pandemic conditions, which threaten the sustainability of conventional exhibitions.

Exhibition

Exhibition according to Darlis, et al. (2016) is an event for presenting ideas and concepts to be shown so that they can be appreciated by the wider community. Currently, exhibitions can be conducted in two (2) ways, the first is a conventional exhibition and the second is a virtual exhibition. The difference between those two is a virtual exhibition based on technology and the internet, so that visitors don't need to come to the exhibition venue but only need to see and interact via mobile phones and/ or computers (Mardi, 2021).

The previous journal written by Rahmawan (2018) aims to gain insight that compares conventional and virtual exhibitions with the perspective of the function of art developed by Edmund Burke Feldman, as well as the perspective of exhibitors on the internet towards Agan Harahap's work, a photography exhibition space.

The result is that there are similarities and differences between the two methods when studied with Edmund's theory: personal, social, and physical functions so that it is found that it is important to choose the right exhibition venue before holding an exhibition.

Exhibitions are routinely held by VCD UC, through this event students can introduce new ideas and concepts to visitors, both on campus and in the general public. According to Cahyono (2002) the exhibition has several objectives, as follows:

Social Goals

Exhibition of works that prioritize common interests and in the social sphere. Activities in the social sector form a spirit of concern for others and play an active role in social life without prioritizing profit.

Commercial Purpose

This exhibition relates to profit-oriented. An exhibition activity held so that the exhibited works can be glimpsed by visitors and benefit the owners of ideas and concepts and/or exhibition organizers.

Humanitarian Purpose

This activity is dedicated to the benefit of humanity, helping the less fortunate in society. Exhibitions formed by individuals or groups, enjoyed by the public, and the benefits are given to people in need.

Education/Learning Purpose

In the context of learning, the main purpose of the exhibition is to seek an appreciation and/or criticism as well as feedback from visitors in improving the quality and insight in future works.

Exhibition Effectiveness

The word effective according to Setiawan (2022) in the KBBI means "there is an effect". According to Jamiah (2020) effectiveness is a measure of the success of a person or group in carrying out activities towards the desired goals, through various procedures and plans that they have made and agreed upon. According to Hidayat (2021) the problem of effectiveness is related to the problem of the initial goal with the results/ output, seeing the accuracy between what is determined and what is produced. Miarso in the journal Rohmawati (2015) added that effectiveness is "doing the right things", it is said to be effective if the participants are enthusiastic and give a positive response to the activity. So it can be concluded that an exhibition can be said to be effective if an activity has positive results, has an effect and is in accordance with what has been planned from the start.

Referring to the definition of effectiveness above, according to Muasaroh (2010) there are four (4) aspects in measuring the effectiveness of an activity, as follows:

Regulations/ Provisions Aspect

In order to maintain the smooth running of an activity, a rule should be made. If the regulations or provisions are implemented, it can be said to be running effectively.

Function/ Task Aspect

If the task or function of an individual or group in an activity goes well, it can be considered effective. Therefore, each activity must define the duties and functions of its members.

Plan/Program Aspect

Without preparation, the goal may not be achieved. If a plan goes according to what is to be achieved, then the activity has been running effectively.

Goals/ Ideal Conditions Aspect

What is meant by effective, an activity has a target result/ output to be achieved. If the result/ output are in accordance with the initial objectives, the activity has been running effectively.

The previous journal written by Rahmasari & Haryadi (2021) aims to gain insight regarding visitor responses to virtual exhibitions and how they will continue after the pandemic is over. This study uses the theory of diffusion-innovation Rogers and Shoemaker model. The results can be concluded that visitors accept virtual exhibition innovations in DKV student assignments as a substitute for physical exhibitions, and can be an alternative to exhibitions in the post-pandemic period.

Sustainability of virtual exhibitions is seen from the effectiveness of virtual exhibitions as learning media in the Graphic On Product course, which is the main concern in this research, used as a consideration in the next class or other courses, including after the COVID-19 pandemic. Based on these problems, the formulation of the problem in this study is whether virtual exhibitions are an effective learning medium in GOP courses?

RESEARCH METHODS

In answering the problems contained in this study regarding the effectiveness of virtual exhibitions as learning media in the Graphic On Product VCD UC course, the data analysis method used in this study is descriptive analysis of the results of data collection from source exploration. The research subjects in this study were students who were involved in a virtual exhibition which would be determined using the purposive sampling method and the object of research in this study was the virtual exhibition of Graphic On Product of VCD UC Surabaya students. The type of data used in this study according to the method of obtaining it, namely primary data, data obtained directly from the research subject. Sources of data used in this study are internal and external data. The internal data used is virtual exhibition data at Artsteps. Meanwhile, the external data used are previous journals and literature. Data collection techniques used are observation, interviews, and documentation. In this study, participant - non-participant observation is used for exploratory research, where observers take part with full participation and are involved in object activities (intensive participation). Interviews in this study were conducted semi-structured so that they could find problems more openly, informants would be asked to provide opinions and suggestions about the topic of the interview. The documentation used in this study is the result of interview transcripts.

RESULTS AND DISCUSSION

Artsteps Platform

Artsteps.com, is one of the websites that provides free space on their website that allows users to create virtual art galleries in real 3D space easily. Exhibitions held in the Artsteps gallery can be managed, published, and accessed directly via computers and/ or mobile phones anywhere and anytime.

Based on the results of the interview, it can be concluded that Artsteps is a platform that is quite innovative and interesting. According to them, access to use and operation of the gallery is quite easy and the scope is quite wide, but the weakness is that virtual exhibitions using Artsteps require adequate gadgets and internet, so not everyone able to access this website.

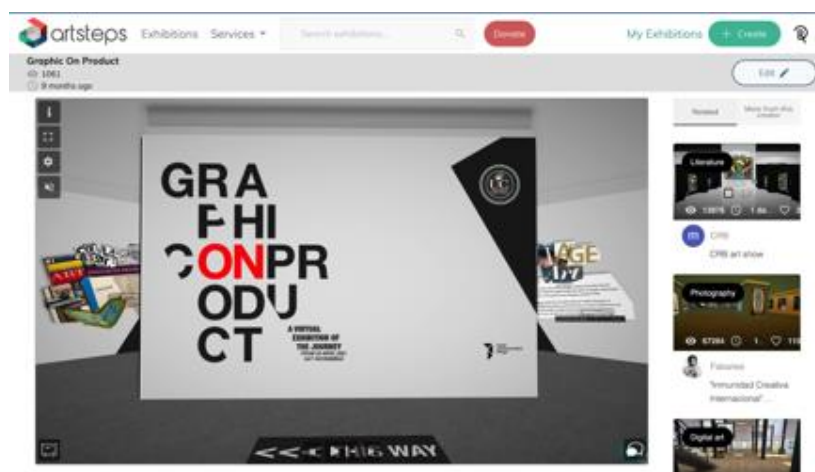


Figure 1. GOP virtual exhibition preview
(Source: GOP Virtual Exhibition, Artsteps, 2021)

This exhibition, entitled “A Virtual Exhibition of The Journey”, has been accessible since April 2021 and has been accessed by 1,601 visitors

Virtual Exhibition of The Journey

This virtual exhibition for the Graphic On Product course showcased the student journey during the sixteen (16) week course. Thirty-two (32) students followed the process from the initial introduction of visual communication design theory to practicing visual communication design theory on assignments.

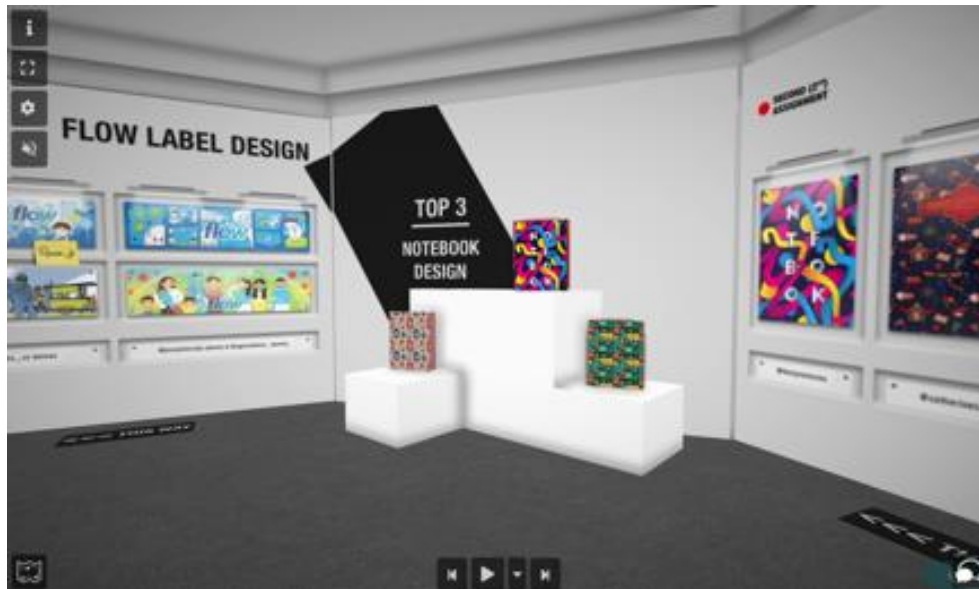


Figure 2. GOP virtual exhibition display
(Source: GOP Virtual Exhibition, Artsteps, 2021)

This exhibition exhibits four (4) student assignments, starting from the design task of proverbs, book covers, Flow’s label design, and the main focus is collage assignments - according to Fiyanto (2018) a technique of combining various kinds of media into one work is called collage, the result is a new work of art.

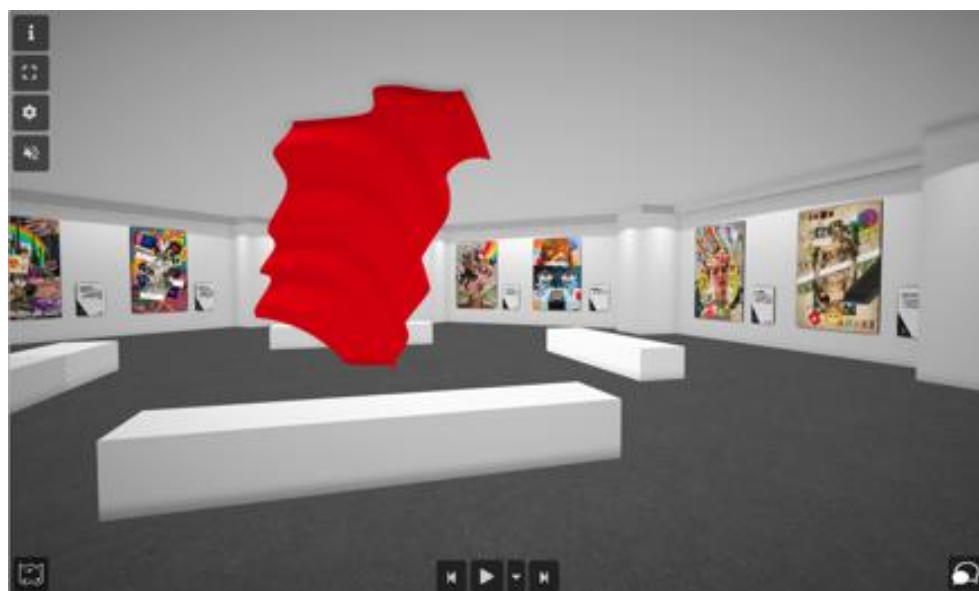


Figure 3. GOP collage exhibition display
(Source: GOP Virtual Exhibition, Artsteps, 2021)

This exhibition is curated by lecturers and tutors from GOP courses. The selection was made based on the suitability of the theme and the feasibility of the work and it was decided that only twenty (20) students could exhibit their work. From the results of the interviews, 15 of the 16 respondents (94%) selected students felt very proud. In addition, according to them, this exhibition can also be a good portfolio and motivation to work again.



Figure 4. List of students whose work is being exhibited
(Source: GOP Virtual Exhibition, Artsteps, 2021)

At the time of the exhibition, visitors were not only presented with the work but also an explanation of the background of each work, and the social media accounts of the owner of the work (as in picture 3). This is intended so that visitors can interact directly with the owner of the work to give appreciation and/ or comments about his work.



Figure 5. Screenshot of the work background
(Source: GOP Virtual Exhibition, Artsteps, 2021)

From the interviews, it was found that this exhibition was quite successful, 12 out of 16 respondents (75%) received positive responses and comments as expected. However, they have not received negative responses or comments that build them to work further. Interestingly, Thania Lia Chandra received two (2) new paid projects in the form of pattern designs by one of the exhibition visitors. The client contacted Thania personally and asked if she could work on the brief or the desired design requirement.

Then, at the end of the exhibition, visitors are given access to a google form which is intended to collect information about visitors' opinions while enjoying the virtual exhibition and visitors' opinions about student work.

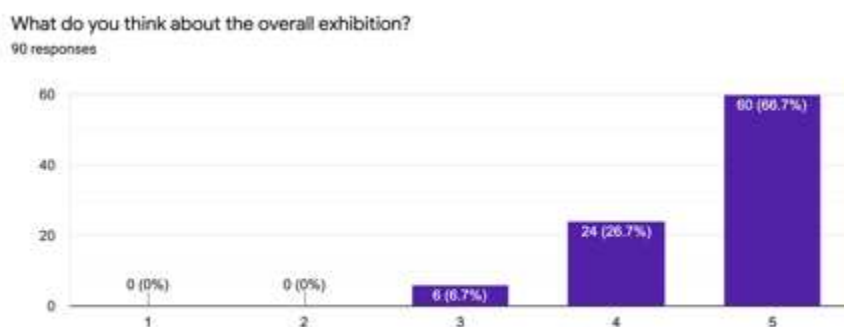


Figure 6. Results of visitors' opinions of the entire virtual exhibition
(Source: GOP Virtual Exhibition, Artsteps, 2021)

From the results of the feedback form, it was found that the majority who visited the virtual exhibition were aged 16-23 years, according to the age they were expected to enjoy the exhibition of student work. According to most of them (66.7%) this virtual exhibition was very interesting and (68.9%) were very happy to see the works of students on display.

CONCLUSION

In forming an exhibition, it can be seen from the aspect of ideal goals/ conditions, if the results (outputs) are in accordance with the initial objectives, the activity has been running effectively. The purpose of this research is seen from the purpose of education/ learning so that if in this exhibition students get access to appreciation and/ or criticism as well as responses from visitors, the exhibition can be said to be effective.

From the results of the interview, it can be concluded that the virtual exhibition in the GOP course runs quite effectively as a learning medium. The exhibition has given students access to positive comments/ appreciation from visitors, but there is no access to comments that can be constructive in their next work.

In the future, virtual exhibitions can still be held, even after the COVID-19 pandemic, because based on previous research and the results of internal data, it can be concluded that virtual exhibitions using Artsteps have a wider reach of visitors. In addition, the use and operation of the gallery is quite easy even though there are weaknesses, it requires sufficient gadgets and internet to be able to access the virtual exhibition.

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