

The Use of New Media in a Virtual Website Exhibition A Mild "A Space"

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ABSTRACT

The Covid-19 pandemic that hit various countries has limited the public's space movement in the community. The emergence of new rules in the new normal era makes difficult for artists to perform any art performances. A MILD as one of the biggest drivers of the economy in Indonesia held a virtual exhibition called "A space" through the power of the internet network. The appearance of this new media will facilitate the artists to be able to work again and help the public to continue enjoy the art in the pandemic era. The research method that used is descriptive exploratory analysis to examine the phenomena that are happening descriptively. The purpose of this research is to provide a discourse or view to the public as a new perspective in viewing an exhibition or work of art.

Keywords: Covid-19, new media, virtual exhibition

INTRODUCTION

New Media and Virtual Exhibition

The era of the Covid-19 pandemic which has hit various parts of the country has brought various kinds of impacts both in terms of the economy, national stability, and so on. This situation forced several parties to be able to think creatively in order to survive the economic difficulties that hit. Various kinds of professions and jobs began to narrow due to an efficiency of the company to reduce operational costs to a minimum. Even some professions related to the creative industry, such as artists, have lost their stage to work because the rules are so strict. Starting from regulations and restrictions on carrying out activities in public places, not being able to gather in crowds, to lockdown rules that limit them from holding concerts or exhibitions. One part of the artist that is most affected is in the field of fine arts.

Exhibitions are one of the main media used by fine artists, both painters and craftsmen, to showcase their works of art to be shown to the public. From this exhibition, artists can get various kinds of positive aspects that are useful for the survival of their profession. However, since the Covid-19 pandemic hit, they seem to have lost their stage to create. Various kinds of rules that have been made by the government restrict them from doing an art performance. The prohibition to gather in public places is the main reason for artists not to exhibit in public spaces. Being in this position, artists must finally find a way out of how to continue to exist in the era of the Covid-19 pandemic.

New Media is a development of new things which is closely related to the internet. According to Flew in Situmorang (2012: 73-74) argues that the main idea of a new media is the development of a unique form of digital media, as well as changing and adopting forms from traditional media into a new technological medium. The Internet represents a novelty, which is often in the spotlight, and is perhaps the most suitable image for new media. So new media in a general sense is old or traditional media that adopts technological advances into newer media. The digital era has experienced rapid progress since the Covid-19 pandemic. Various kinds of digital platforms are present, starting from e-commerce, online shops, to various other online applications, which are here to make it easier for us to return to carrying out various activities and the wheels of the economy. The rapid progress of the digital era has

finally encouraged artists to use technology to get out of this problem. With the presence of this technology, artists began to adapt to work through a virtual exhibition.

A virtual exhibition is a virtual show of works with the help of online media or the internet which makes it easier for the public to reach the exhibition from anywhere without having to come directly to the exhibition venue. According to Khairunnisa in Hazmi (2021: 81) virtual exhibitions are the development of a form of imitation or digital replica of a real object or event through the help of a multimedia device which then produces a simulation on a computer in the form of virtual reality and is delivered via the web. With this virtual exhibition, it will help artists to continue to exist doing exhibitions in the era of Covid 19.

A Mild "A Space" is an effort made by A Mild as a large company in Indonesia to hold a virtual exhibition and accommodate several artists to conduct virtual exhibitions through internet media. On the official website, visitors will be able to access several exhibition spaces via an avatar and then be able to enjoy several artworks and interiors in 3 dimensions. This of course will lead to a new experience for both artists and the public to enjoy a work of art in a new way or perspective.

Then, this research will discuss the impact of the use and utilization of new media for artists in the future. The internet and new media are tools that basically can be used by all parties to have a positive impact. The focus of this research will lead to virtual exhibitions as a form of new media by artists so that the audience can continue to enjoy their work. The virtual exhibition is also a form of communication effort carried out by artists with the help of internet network media. This has become a form of urgency in the midst of the rapidly growing metaverse trend.

METHODS

This study uses a qualitative descriptive analysis method to study as much as possible and in detail the problems to be studied by combining several inductive or qualitative data collection techniques. Thus the results of the research that will be obtained will be in accordance with the original or actual conditions (Sugiyono, 2016: 9). Sources of data collected will come from several literatures, both from books, websites, and journals related to the research object being studied. In addition, studies from several public opinions regarding the virtual exhibition are also a source of additional data to complete the analysis of existing phenomena.

RESULTS

New Media

The emergence of the term New Media cannot be separated from the rapid development of internet technology today. Internet has helped to connect everything so quickly. In the sense that the internet has been able to unite the world and penetrate the boundaries of distance, space and time to convey information. The development of this technology is then able to change some of the media that used to be traditional to become more modern or known as New Media. We can take a number of examples, for example, the newspaper media that we are often familiar with is a paper that contains the latest news that we read physically, but since the advancement of internet technology, a new media has emerged called an online newspaper that we can access digitally at any time. Some other examples include encyclopedias, which we may have known before as thick books containing various sources of world information, but now we can access various kinds of information by simply opening the Wikipedia site. From here we can understand that the development of internet technology has also influenced some changes in old media into newer media or what is known as new media or new media.

The internet is a tool that is able to connect various people in various parts of the world. The rapid development of the internet has also contributed to the emergence of various new media for communication, ranging from online applications, interactive websites, to the presence of new worlds

such as the metaverse. This new media can create a virtual world where everyone can access it anywhere and anytime without any limitations of space and time.

Virtual Exhibition

According to Bonis et al. in Hazmi (2021: 82) explains that virtual exhibitions are a 3-dimensional picture for single or multiple users or users, where these users can navigate, explore the exhibition space, find out and learn something about what is presented in it, and can carry out large to unlimited number of exhibitions without any physical and space restrictions. The virtual exhibition can contain works that we can enjoy in digital form in a 3-dimensional space as if we were in the exhibition space. So through this digital exhibition we indirectly attend an actual exhibition where we can see works of art that have been arranged in such a way that we can enjoy and observe them.

In the virtual exhibition on the website A Mild "A Space", the audience is invited to enjoy a virtual world in 3 dimensions through an avatar that can be controlled through the configuration of directions or buttons. In one large area, there are several exhibition halls containing works by artists with various backgrounds, from painters, crafts, fashion, to musicians. In the exhibition room, we can enjoy works of art directly even though they are still virtual. Through these avatars we can move from one place to another just like seeing an actual exhibition. There are several kinds of works by local artists from various regions in Indonesia. Virtual exhibitions can be a new solution for artists all over the world, where they can collaborate together even though they are not in the same location. To support this, cooperation from traditional artists is needed to accept technological advances and begin to enter the digitalization era.



Figure 1. The initial stage of the virtual exhibition A Mild "A Space" with 3D avatars (<https://www.amild.id/ospace/br>, 2022)



Figure 2. Some of the artist's paintings are in digital form (<https://www.amild.id/ospace/br>, 2022)



Figure 3. Digital gallery of artists along with explanations of works
(<https://www.amild.id/aspacespace/br>, 2022)

With the convenience of advances in internet technology, it can facilitate artists to still be able to hold exhibitions under any circumstances. The existence of this virtual exhibition is felt to be very useful for several artists. Even these artists can participate in the world of industry and entertainment by collaborating with several parties. The ecosystem that is formed will be very beneficial for artists in the future.



Figure 4. Opinions of some artists about the virtual exhibition A Mild "A Space"
(<https://www.amild.id/br/aspacespace/art/article/intip-komentar-seniman-seniman-di-a-space-the-district>, 2022)

Virtual Communication

Even though the exhibition took place virtually in that space, communication still occurred even though the audience was not directly present at the exhibition. According to Mulyana (2007: 66) communication can occur when someone else catches messages from other people either in the form of pictures, sounds, or writings that are intentional or unintentional and interprets or interprets the message. According to Fatthurohman (2017: 3) virtual communication is a process in the form of sending and receiving messages that occur interactively through a cyberspace or what is known as cyberspace. So the virtual exhibition space here acts as cyberspace or a place for artists to communicate with the

audience through the works that will be exhibited. This communication occurs virtually when the audience catches the message of the work displayed by the artist through the virtual world.

According to Rakhman, Jalaluddin (2018: 396) an idea that exists in a person's mind can be morphed into a form of work or visual image. The idea is a communication in the form of an actualization of a virtual world that is in the mind of that person which is then finally captured by someone. Anyone can express their ideas through other mediums such as a set of computers and their supports and this is expressed in a virtual world in which there are simulated objects that are immersive and interactive. In it, artists can communicate virtually through their work.

User Interface and User Experience

To be able to understand and fully enjoy the virtual exhibition the user or users must fully understand how to use the user interface to get the maximum experience or experience when visiting the virtual exhibition.

CONCLUSION

The rapid development of technology encourages the presence of various kinds of new media, one of which is the emergence of virtual exhibitions. An exhibition of works of art that is present virtually helps bridge the gap between artists and the public so that they can continue to explore in the pandemic era. Space and distance limitations do not become a significant problem with the existence of internet technology. Through a website from A mild "A Space", artists have a new space to explore in their work.

Even though we will enter an endemic period after Covid-19, virtual exhibitions will still be a new medium for artists in the future. The power of the internet to be able to penetrate distance, space and time as well as the rapid development of technology coupled with the emergence of new worlds such as the metaverse will have a very positive impact on artists. This opens a very wide door to be able to communicate and create without limits. The breakthrough that has been made by A Mild is the beginning of a change in the form of art exhibitions or performances in the future. It is hoped that in the future the government will also support and encourage art towards digitalization or new media.

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