

## **ABSTRACT**

### **ONLINE GALLERY MANAGEMENT STUDY ON THE OFFLINE GALLERY IN INDONESIA**

*As a backbone of Artworld ecosystem, offline galleries require competent management to be able to continue to run in balance with the times. The offline gallery has until now become a conventional medium for artists and non-artists to exhibit works, look for connections, and become a market center. As a meeting point for art activists, the activities of exhibiting, searching and exchanging information up to buying and selling process that makes the role of offline gallery management so vital may be valid if the offline gallery is now the rib of the Artworld ecosystem. In practice, every profession that exists at this time is greatly helped by technology, including professions that are dwelling on art. Based online, we can access all data information and entertainment with only a matter of milliseconds. Going hand in hand with that, at some point in the world, online galleries have begun to replace many of the functions of offline galleries.*

*Online galleries are the exhibit space that are easily accessed in the current era because they are based online. Because of its flexibility and easily accessible, online galleries are often become the goal of artists who want to hold exhibitions. Online galleries are still an alternative media used by several galleries in several countries. Especially in Indonesia, the role and existence of online galleries is still shady and may even be considered aftermost. This might be due to the lack of willingness of artists and non-artists who are active in the arts and seem to be unsavory, which has affected the system of exhibition organizers in online galleries.*

*Key words; Management, Gallery Management, Offline Gallery, Online Gallery, Exhibition*