

ABSTRACT

This project aims to develop an interactive Virtual Expo in 3D for PT. Indocement Tunggal Prakarsa, a leading company in the cement industry. This Virtual Expo is designed to showcase company products and services in an informative and stunning way. Using Blender software as the main tool in 3D model development allows creativity and flexibility in creating attractive virtual environments. In the development stage, designing a virtual environment that fits the company's branding and identity is the main focus. Accurate and detailed 3D models are created to realistically visualize products, while textures and materials are applied to give a more lifelike visual appearance. Interaction with products and services was added to provide an interactive experience for Virtual Expo attendees. The development process involves planning, initialization, and asset preparation stages to prepare for an efficient work environment. Tests are carried out regularly to ensure the quality and consistency of the resulting Virtual Expo. In addition, proper distribution is also arranged to ensure Virtual Expo can be accessed easily by a wide audience, including potential customers and business partners of PT. Indocement Tunggal Initiative. It is hoped that the development of this 3D Virtual Expo will make a positive contribution in strengthening the company's image and expanding the reach of product and service marketing. In addition, Virtual Expo will provide an interactive and satisfying exhibition experience for its visitors.

Keywords: Blender, 3D Modelling Virtual Expo