

ABSTRACT

The development of technology makes the dissemination of information easier to access by the general public. This information can be in the form of communication, news, entertainment, or science. People can freely search for the information they want. However, it is not uncommon for the information obtained to be unreliable because the source is unclear. This can be detrimental to the public who are at risk of believing invalid information. There needs to be actual information from experienced experts in their field. The sad thing is, often people who are experts in this field don't get the spotlight because they are eliminated by companies or old people who have dominated the online news media. Innovation Day as a program of a subsidiary of Telkom Indonesia, has a mission to disseminate reliable information from experts in their fields. By utilizing online media, audiences can watch the Innovation Day event through the YouTube platform, the official Microsite, and their social media accounts. They believe that knowledge should be obtained free of charge and easily accessible to the general public. The phenomenon that occurs in this program is the lack of awareness of the audience in this program due to the lack of promotion evenly. After analyzing the data and experience of one semester of internship in the division that runs the program, some concrete data is obtained to determine where and how the best strategy to promote the program is to broadcast a webinar on the Metanesia platform. The conclusion was obtained that the design results were considered quite successful because they did not change or reduce the main core of a webinar, namely the ease of accessing information compared to regular seminars..

Keywords: Webinars, Education, Virtual Reality, Innovation Day, Metanesia