

## ABSTRACT

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*This project discusses the development of a web-based Virtual Expo which aims to provide a visitor experience in exploring PT. Indocement Tunggal Prakarsa digitally. The main objective of this project is to make it easier for visitors to access product information and increase interaction through interactive features such as animation and sound. In this project, the Unity Game Engine is used as a development platform to produce attractive and accessible 3D views. In addition, web technology is also integrated so that visitors can access the application via a browser without the need to download additional software. To ensure functionality and usability according to user requirements, testing is carried out using the black box method and System Usability Scale (SUS). The black box test results show that the functionality runs as expected but there are still bugs, and the SUS test results from 20 respondents got a score of 72 with an Adjective Rating Good. This shows that the VIRTUAL EXPO 360 application Good*

Keywords: Development, Virtual Expo, 360, Unity.