ABSTRACT

Cube Studio is a startup founded in 2020 that evolved into PT Ruang Teknologi Kreatif Nusantara in 2021. As an innovative response to the COVID-19 pandemic, ViraExpoir was created to adapt the concept of virtual exhibitions. Recognizing its potential, Surge Indonesia proposed a collaboration to develop PataLand, a social entertainment metaverse focused on virtual concerts. Conventional concert venues and locations often limit the number of attendees. To address this issue, Cube Studio and Surge developed PataLand with multi-platform capabilities. PataLand offers exclusive features such as direct communication between fans and artists, as well as merchandise sales. The immersive 3D environment and gamification elements ensure engaging and enjoyable interactions on PataLand. Moreover, the virtual reality version provides users with a more profound and interactive experience. During the first six months, the virtual reality version of PataLand was played by 490 users, with an average of 26 monthly users. Cube Studio is expected to devise more effective marketing strategies and develop features that meet user needs, particularly on the VR platform.

Keywords: Cross Platform, Game, Concert, Metaverse, Virtual Exhibition