

## ABSTRACT

---

*Cube Studio is a startup founded in 2020, which evolved into PT Ruang Teknologi Kreatif Nusantara in 2021. Their innovative response to the COVID-19 pandemic, ViraExpoir, revolutionized exhibitions by making them virtual through a website platform. Recognizing its potential, Surge proposed a collaboration with Cube Studio to develop PataLand, a metaverse social entertainment platform focused on virtual concerts. Conventional concert venues often limit the number of attendees due to space and location constraints. To address this issue, Cube Studio and Surge developed PataLand, which can be easily accessed via a website. PataLand is the resulting solution, a three-dimensional visual platform with multi-platform features. PataLand offers exclusivity through direct communication between fans and artists, as well as merchandise sales. Its immersive 3D environment, cross-platform features, and gamification ensure that interactions on PataLand are enjoyable and engaging. As of June 1, 2024, the web-based PataLand has been used by 156 people, with 130 of them having registered.*

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