ABSTRACT

E-Museum United Tractors at the Head Office has been facing challenges in increasing visitor interest and engagement in the digital era. To address this, United Tractors designed an interactive, gamification-based event called MuVi Point, aimed at boosting interest, engagement, and participant interaction through game elements, challenges, and rewards. This event consisted of seven main activities that adopted the Octalysis framework with five core elements: Epic Meaning and Calling, Empowerment of Creativity and Feedback, Scarcity and Impatience, Ownership and Possession, and Loss and Avoidance. The implementation of MuVi Point is expected not only to enhance the company's brand image but also to raise awareness of the E-Museum's presence and benefits. Data analysis shows that MuVi Point successfully increased visitor participation significantly at E-Museum and the Virtual Museum. During the seven activities held, E-Museum recorded a total of 351 visits, marking a notable increase compared to before the event, where the average daily visits ranged between 0 and 2. During the event, the average daily visits increased to 23. The Virtual Museum also demonstrated high engagement with 330 participations. Social media activity was notably high, with 295 Instagram story posts (84.05%) and 205 posts in Instagram feeds (58.40%). Competitive activities such as the Rubik's Cube Tournament and Vlog Workshop attracted participant interest, with 26 participants (7.41%) and 20 participants (5.70%) respectively. The peak in visits occurred on March 21, when the point exchange system for merchandise was introduced, highlighting the effectiveness of the promotional strategy implemented. With a total of 105 registered participants, consisting of 13 employees and 92 interns, the data provides valuable insights into visitor behavior and the success of the promotional strategy. Overall, the goal of significantly increasing the number of visits and participation at E-Museum and the Virtual Museum has been achieved.

Keywords: Event , Interactive, Gamification.