

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih ditemukannya kendala komunikasi antara *Event Organizer* dan vendor dalam proses penyampaian desain panggung yang umumnya masih menggunakan gambar dua dimensi dan penjelasan verbal. Kondisi tersebut berpotensi menimbulkan perbedaan persepsi, kesalahan pemasangan, serta peningkatan waktu dan biaya produksi. Penelitian ini bertujuan merancang visualisasi *mockup* panggung berbasis tiga dimensi atau 3D sebagai media komunikasi visual serta mengetahui tingkat efektivitasnya dalam membantu penyampaian informasi desain pada proses produksi *event*. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode pengembangan *Multimedia Development Life Cycle* atau MDLC yang meliputi tahap concept, design, material collecting, assembly, testing, dan distribution. Pengumpulan data dilakukan melalui observasi, studi dokumentasi, dan penyebaran kuesioner kepada 30 responden yang terdiri atas pihak *Event Organizer*, vendor, dan tim teknis produksi *event*. Peneliti menganalisis data menggunakan uji validitas, uji reliabilitas dengan *Cronbach's Alpha*, serta analisis skala Likert. Hasil penelitian menunjukkan bahwa visualisasi *mockup* panggung berbasis 3D berhasil dirancang sesuai dengan kebutuhan komunikasi desain panggung pada Aston New Year Celebration oleh Eventtura. Seluruh 20 butir kuesioner dinyatakan valid. Hasil uji reliabilitas memperoleh nilai *Cronbach's Alpha* sebesar 0,949, yang menunjukkan bahwa instrumen memiliki tingkat reliabilitas sangat tinggi. Analisis skala Likert memperoleh total skor 2.248 dari skor maksimal 3.000, dengan persentase keseluruhan sebesar 74,93% yang termasuk dalam kategori efektif. Dengan demikian, visualisasi *mockup* panggung berbasis 3D efektif sebagai media komunikasi visual karena membantu memperjelas konsep desain, meningkatkan pemahaman terhadap tata letak dan elemen panggung, serta mengurangi potensi perbedaan interpretasi antara *Event Organizer* dan vendor dalam proses produksi *event*.

Kata kunci: visualisasi 3D, *mockup* panggung, komunikasi visual, *Event Organizer*, vendor.

ABSTRACT

This research was motivated by communication problems between Event Organizers and vendors in conveying stage design concepts, which are generally presented through two-dimensional drawings and verbal explanations. This condition may lead to differences in interpretation, installation errors, and increased production time and costs. Therefore, this study aimed to develop a three-dimensional (3D) stage mockup visualization as a visual communication medium and to evaluate its effectiveness in supporting stage design communication during event production. This study employed a descriptive quantitative approach using the Multimedia Development Life Cycle (MDLC) method, which consists of six stages: concept, design, material collecting, assembly, testing, and distribution. Data were collected through observation, documentation, and questionnaires distributed to 30 respondents consisting of Event Organizer personnel, vendors, and technical production staff. The data were analyzed using validity testing, reliability testing with Cronbach's Alpha, and Likert scale analysis. The results showed that the 3D stage mockup visualization was successfully developed according to the stage design communication requirements for the Aston New Year Celebration organized by Eventtura. All 20 questionnaire items were declared valid. The reliability test produced a Cronbach's Alpha value of 0.949, indicating a very high level of instrument reliability. Furthermore, the Likert scale analysis yielded an overall percentage of 74.93%, which falls within the effective category. These findings demonstrate that the 3D stage mockup visualization is effective as a visual communication medium because it clarifies stage design concepts, improves users' understanding of stage layouts and components, and reduces potential differences in interpretation between Event Organizers and vendors during event production.

Keywords: 3D visualization, stage mockup, visual communication, Event Organizer, vendor.