

## ABSTRAK

Akibat pandemi Covid-19, banyak perubahan yang terjadi, pembatasan berbagai kegiatan terutama yang menyebabkan kerumunan mempersulit orang untuk beraktifitas. Orang juga sulit bepergian sehingga banyak yang memilih untuk tetap tinggal di rumah agar tetap sehat. Kegiatan di Galeri Nasional (GNI) juga terpaksa berhenti, museum dan galeri seni rupa ditutup dan dibuka sesuai Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) Darurat atau Pembatasan Sosial Berskala Besar (PSBB) yang dilakukan pemerintah. Di tengah kesulitan akibat pandemi ini, ada inovasi yang membuat masyarakat tetap bisa berkunjung ke GNI meski hanya dari rumah. Teknologi virtual tour memungkinkan orang merasakan sensasi berada di suatu tempat tanpa harus hadir secara fisik, termasuk di GNI. Penelitian ini menggambarkan secara deskriptif hasil wawancara, observasi dan literasi mengenai layanan virtual tour di GNI. Ini adalah penelitian kualitatif. Peneliti menggunakan teori adaptasi yang dipopulerkan oleh Everett Rogers. Data penelitian ini didapatkan melalui wawancara informan berdasarkan jabatan dan wewenang yang dimiliki oleh informan yang bekerja di Galeri Nasional Indonesia, observasi peneliti dengan mencoba langsung program virtual tour di GNI serta hasil pemberitaan di media massa. Selanjutnya peneliti menggunakan agregasi kategoris berdasarkan pemilihan studi kasus yang dipilih oleh peneliti, yaitu studi kasus instrumental agar mendapatkan pemahaman dan wawasan baru serta memahami fenomena penerapan inovasi virtual tour di GNI. Untuk keabsahan data peneliti menggunakan metode triangulasi untuk mengumpulkan data dan informasi yang lebih objektif. Hasil penelitian ini ditemukan bahwa GNI memiliki agen perubahan dalam menjalankan inovasi baru dan telah melalui proses putusan inovasi sesuai teori Rogers (2003) yaitu proses Knowledge-Persuasion-Decision-Implementation- dan Confirmation hingga inovasi virtual tour diputuskan untuk diadopsi dan diterapkan sebagai salah satu layanan GNI untuk menjalankan tugas dan fungsinya sebagai museum dan galeri seni rupa. GNI berhasil melewati krisis masa pandemi dan tetap menjalankan aktifitas serta beroperasi dengan memanfaatkan inovasi virtual tour.

**Kata kunci : Pandemi, Covid-19, Inovasi, Virtual Tour, Galeri Nasional Indonesia**

## ABSTRACT

Covid-19 outbreak forced us to change the way we lived. It triggered so many restrictions, especially on activities that potentially invited crowds. Obviously, it's harder to conduct activities. People also found it hard to travel, so most of us decided to stay at home due to health reason. All activities in Galeri Nasional Indonesia (GNI) were put to a halt, museum and art gallery were open and closed according to the Social Mobility Restrictions (PPKM) imposed by the government. Under such difficult situation caused by the pandemic, a virtual tour technology was introduced to accommodate people to continue visiting GNI from home. This technology innovation helps us to experience the sensation of being at one place without being physically present there, including at GNI. This research descriptively explains the outcome of interviews, observations and literatures about the virtual tour service in GNI. This is a research with a case study approach. The researcher uses the innovation adaptation theory popularized by Everett Rogers. The data was obtained directly by interviewing the informants according to the position and the authority they got, via the researcher's observation upon trying the virtual tour program in GNI, and also from media reports. For the next step, the researcher uses categorical aggregation according to the case study that was chosen before, which is the instrumental case study to get new understanding and insight while also understanding the phenomenon of applying virtual tour innovation in GNI. To validate the data, the researcher uses triangulation method to gather more data and information objectively. Results of the research showed that GNI had a changing agent in undergoing new innovation and already passed the information decision process according to the theory of Rogers (2003) which is Knowledge-Persuasion-Decision-Implementation-and Confirmation until the virtual tour innovation was decided to be adopted and applied as one of the services that GNI provides in its role and function as a museum and an art gallery. GNI also passed the hard pandemic phase while maintaining its activity and service by utilizing the virtual tour innovation.

**Keywords:** Pandemic, Covid-19, Innovation, Virtual Tour, Galeri Nasional Indonesia