

INTISARI

Penelitian ini membahas efektivitas media grafis dan *Virtual Reality* dalam menyampaikan persepsi ruang. Media tersebut diuji melalui 40 responden dan kuesioner berbentuk *semantic differential*. Objek penelitian berupa simulasi ruang gereja utama *The Church of Light*. Ditemukan 9 kelompok persepsi ruang gereja utama *The Church Of Light* yang didapat dari studi literatur.

Penelitian ini menggunakan metode kuantitatif. Data hasil penelitian berbentuk diagram dianalisis secara kualitatif. Penelitian ini menggunakan desain eksperimen dan variabel kontrol simulasi. Desain eksperimen penelitian berupa *layout* dan *crossover design*. Variabel kontrol penelitian adalah kondisi ruang gereja utama *The Church Of Light*.

Hasil analisis menunjukkan tidak ada perbedaan nilai rata – rata yang signifikan dari media grafis dan *Virtual Reality*. Persepsi ruang gereja utama *The Church Of Light* dapat direpresentasikan melalui kedua media. Berdasarkan dari 7 kelompok persepsi ruang yang dapat direpresentasikan, media grafis dan VR dapat dikatakan efektif. Namun analisis menunjukkan terjadinya 2 kelompok persepsi yang tidak sesuai dengan kondisi asli, khususnya pada kelompok persepsi *darkness* dan *detail of object*. Hal ini mungkin terjadi karena keterbatasan kualitas produk simulasi. Keterbatasan yang dihasilkan dari minimnya efek kontras cahaya dan refleksi material yang tidak tepat atau tidak sesuai dengan kondisi aslinya.

Kata Kunci : *Efektivitas Media Grafis dan Virtual Reality, Semantic Differential, Ruang Gereja Utama The Church Of Light, Desain Eksperimen.*

ABSTRACT

The research focused on the effectivity of graphics and Virtual Reality in order to represent spatial perception. Those mediums tested with 40 users and semantic differential questionnaire. Research object was a simulation of the main chapel of The Church Of Light. There was 9 perception category of the main chapel of The Church Of Light found by literature study.

The research used quantitative methods. Research's diagram data was qualitatively analyzed. This research used experiment design and controlled variable of simulation. The experimental design was a layout and crossover design. The controlled variable of simulations was the condition of the main chapel of The Church Of Light.

Research concludes there was no significant mean differences between graphics and Virtual Reality. The spatial perception of the main chapel at The Church Of Light can be represented from both mediums. According to 7 perception category that be represented, graphics and Virtual Reality can be categorized as an effective medium. Moreover, analyze results to 2 perception category that not in accordance with real condition, specifically to the darkness and detail of the object. This could happen because of lack of quality in simulation product. The lack that produced from the low contrast effect and unmatched material reflection or miss match with real condition.

Keywords: *The effectivity of graphs and Virtual Reality, Semantic Differential, The Main Chapel Of The Church Of Light, Experimental Design.*