

UNIVERSITITEKNOLOGIMARA

**VIRTUAL EVENT MARKETING: A STUDY
OF 360° IMMERSIVE VIRTUAL REALITY
(IVR) VS NON-IMMERSIVE VIRTUAL
REALITY (N-IVR)**

SUHaida BINTI JUHARI

Dissertation submitted in partial fulfillment
of the requirements for the degree of
Master of Science
(Information Technology)

**Faculty of Faculty of Computer and Mathematical
Sciences**

July 2018

ACKNOWLEDGEMENT

Alhamdulillah, all praises and thanks to Allah S.W.T because of His Almighty and His utmost blessings, I was able to finish this research within the time duration given. Firstly, I would like to give my biggest thanks go to my dedicated supervisor, Dr. Emma NuraihanMior Ibrahim whom have helps and guide me a lot in finishing my project.

Other than that, for sure my appreciation and thanks to my parents Juhari Bin Ahmad and Pauziah Binti Saom who gave me full support physically and morally in completing my project and also to finish my study. Without their support and blessing I might not be able to become who I am today.

Finally, I would like to give my gratitude to all my friends which is directly and indirectly involves in finishing my project especially to Muhammad Hariez Bin Salleh, NorlianaNadtrah Binti Abd Manan, Muhammad Faizul Bin Nazerand Crestent Jaya (M) SdnBHd who are willing to help me starting from the beginning of the project and help me to overcome all the obstacles.

ABSTRACT

The lack of promoting method in event marketing field especially for Crestent Jaya (M) SdnBhd is an issue which used traditional methods of marketing promotion such as using the brochure and flyers. This research aims to develop a 360° video content Event Management experience into the immersive Virtual Reality (IVR) and non-Immersive Virtual Reality (n-IVR) platforms in order to heighten the virtual event experience of the potential customer that will use the service that provided by the event company. This research also will help the Project manager and the Marketing manager in promoting their product and experience. Virtual Reality (VR) technology which transform the real world into virtual environment is widely used in various domains including aviation, health, military and also marketing promotion. Design Thinking model consist of 5 phases has been applied to ensure that every phase in this project works accordingly and systematically. The comparative outcome of user experiencing in using the immersive Virtual Reality (IVR) and non-Immersive Virtual Reality (n-IVR) is measured and describe in the form of descriptive analysis. The outcome is concluded based on the comparative results to show the platform that gives a better experience to the participants. The limitation and suggestion for future enhancement of this project had been identified based on the analysis of the data collected.

Keywords: Event Management, Marketing Promotions, Design Thinking, immersive Virtual Reality (IVR), non-Immersive Virtual Reality (n-IVR), 360° video content.

TABLE OF CONTENT

SUPERVISOR APPROVAL FOR SUBMISSION	i
AUTHOR'S DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Project Backgroud	1
1.3 Problem Statement	4
1.4 Research Question	6
1.5 Research Objective	6
1.6 Research Scope	6
1.7 Research Significant	7
1.8 Chapter Summary	7
CHAPTER TWO LITERATURE REVIEW	8
2.1 Event Management	8
2.2 Virtual Reality	9
2.2.1 Virtual Reality Definition and Concepts	10

2.2.2	Element in Virtual Reality	10
2.2.3	Type Of Virtual Reality	11
2.2.4	Virtual Reality as a Tool to Heighten Virtual Marketing Experience	14
2.2.5	Virtual Reality Application at Various Domain	15
2.3	Virtual Reality Hardware	16
2.3.1	360 Camera	16
2.3.2	360 Camera Stabilizer	18
2.3.3	Head Mounted Display	18
2.4	Software In Virtual Reality	19
2.4.1	Samsung Gear 360 Action Director	21
2.4.2	Adobe Premiere cc	22
2.4.3	Unity 3D	23
2.4.4	Android Studio	24
2.4.5	VLC Media Player	25
2.5	Research Model	25
2.5.1	Communication Theory Model	26
CHAPTER THREE RESEARCH METHODOLOGY		28
3.1	Introduction	28
3.2	Development Model	29
3.3	Research Design	29
3.3.1	Empathize phase	30
3.3.2	Define phase	31
3.3.3	Ideate phase	31