

Abstract

Based on data from the Central Statistics Agency in Bandung in 2012, including travel history museum educational travel is still relatively low compared to visit shopping. Therefore, application of interactive learning ARSeum Reborn is made to increase the appreciation of the child to the nation's cultural heritage and increase knowledge of historical events from an early age through the museum located in the city of Bandung which the Geological Museum, Museum Sri Baduga, Museum of Asian-African Conference and Postal Museum Indonesia. ARSeum Reborn raised marker-based augmented reality technology and virtual reality sphere image. In the testing phase, as many as 85% of respondents expressed interest to visit directly into the museum after using ARSeum Reborn, so it can be concluded that ARSeum Reborn present as one of the alternative media promotion of the museum in order to disseminate knowledge and increase visits to the museum directly.

Keywords: museum recognition applications, augmented reality, virtual reality.