

ABSTRACT

Marketing is one of the activity that done by a company to introduce their existence and their products. From that fact the demand and fulfilling of the customer need is created and the company will gain profit. PT. Putera Papan Seruni is one of the companies that work in the real estate filed. One of their products is Buah Batu Regensi which is newly built on the South Bandung. With the new product, the new promotion tool which can describe the details is needed.

In designing this promotion tool, previously analyzing the exist promotion tolls is needed. Afterwards the temporary new promotion tools are build using *Virtual Reality* programming. After the temporary application was built, next is collecting the feedback from the respondent using Delphi method to determine the appropriate application contents. Then the application will be fixed for the next verification which is done by the respondents. If the result is good then the application is done, if the result is bad then the application has to be fixed. And also to see the advantages of the application compare to the existing promotion tools then benchmarking is needed.

From the result of the feedback, the application already has the criteria as a promotion tool, just need a few improvements in the interface design. The benchmarking is using these kinds of attributes, such as circulation and coverage area, volume of information, the ease in getting media, the form of the product after seeing the media, the attractiveness to the product after seeing the media, and the look of media.

This promotion tools have the different from the existing promotion tools, such as can contain more information, give the form of the product better, more attractive and esthetically better. And also to make the distribution easier this application is pack in the *Compact Disk*.

Keywords: Marketing, Virtual reality, Information, benchmarking.