

Abstract

The use of conventional print media such as newspapers, magazines, and brochures that are often applied in terms of tourism promotion becomes a familiar thing and is considered to be less appealing to tourists more considering the interest read literacy Indonesian people are left behind from other countries. This makes the lack of support for tourism in Lombok that is rich in natural beauty.

By utilizing Augmented Reality media, tourists can get tourism promotion apps to easily explore the app, without having to get physical props at a cost that is quite expensive.

Lombok ARTour is a tourism promotion application in Lombok based Augmented Reality that combines the real world with imagery that exists in the virtual world. This application is a form of promotion to describe tourism in Lombok by scanning markers that can bring up 3D objects and can create interactions between users with 3D objects that are on display. Lombok ARTour can help tourists know the tourism that is in Lombok with Augmented Reality media that is easily obtained just by using a smartphone.

Lombok ARTour application can be an alternative to promote or introduce tourism in the island of Lombok. This application can be implemented in Tourism department, so it can support the promotion of tourism, especially tourism in Lombok.

Keywords: *Augmented Reality*, promotion, tourism, Lombok.