

ABSTRACT

Tourism is a sector that plays an important role in efforts to increase the economic activity of the community. Development of tourist destinations This becomes a reference as the main source of income for each region. This matter can improve a visit destination, especially in Indonesia especially tourism in Sinjai Regency. Even so, there aren't many people yet know about the tourism potential and natural beauty in the Regency Sinjai.

Based on data from the Tourism and Culture Office of Sinjai Regency that the number of visitors and income is based on the PAD of tourism objects Sinjai Regency 2021 has decreased. this is due to lack of promotion or an introduction to tourism and the natural beauty of Sinjai Regency. To overcome this situation, it is necessary to use a promotion method that consider able to introduce this tourist spot to every circle public.

From this the author took the initiative to provide a solution by making Application for introduction to tourism in Sinjai Regency based on Augmented Reality and Virtual Reality that can be accessed through Android devices because of this platform widely used by the public. that presents beauty Sinjai Regency tourism through Augmented Reality using 360° photos so that *users* can feel like being in a tourist spot, as well as use of Virtual Reality as a medium for the introduction of Regency tourism exhibitions Sinjai. With this application, it is hoped that it can become a promotional media which can be relied upon to introduce Sinjai Regency tourism to various places among the general public so as to attract local and foreign tourists to travel in Sinjai Regency.

Keywords: *Tourist, Tour, Promotion, Sinjai Regency, Android, Augmented Reality, Virtual Reality, Unity.*