

ABSTRACT

As a city that has many advantages in the cultural, tourism and creative economy sectors. The city of Bandung through the Department of Culture and Tourism innovates to create an alternative promotional media in the form of Virtual Tour and Virtual Reality. The creation of this alternative promotional media aims to increase engagement and awareness in the cultural, tourism and creative economy sectors of the city of Bandung. The Bandung City Culture and Tourism Office plans to create an exhibition that displays the culture, tourism and creative economy of the city of Bandung in a virtual form called the Bandung Pavilion. The Bandung City Culture and Tourism Office collaborated with the author to create a Virtual Tour 360 and a Virtual Tour for the Bandung Pavilion. In the manufacturing process, the author uses the MDLC (Multimedia Development Life Cycle) method.

Keywords: Alternative promotional media, Virtual Reality, Virtual Tour