

ABSTRACT

The Bandung City Culture and Tourism Office plans to introduce culture, tourism, and the creative economy so that Indonesians know more about the city of Bandung. In this activity, the Bandung City Culture and Tourism Office uses alternative media, namely virtual reality as interactive multimedia. Virtual reality was chosen because it can combine video, images, sound, 3D objects, and text, so that it can provide a real experience to users with a 360 view. To meet these needs, this final project will implement it on the website of the Bandung City Culture and Tourism Office. Efforts to introduce the potential of local tourism by creating virtual reality and tours as a means of promoting the creative economy of the city of Bandung. The role of the author in this final project is to make a mock-up of the floor plan to be built into 3D modeling using sketchup according to the needs of partners.

Keywords: Creative Economy, Culture, Tourism, Virtual Reality, Virtual Tour.