

## ABSTRACT

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The application created is a Virtual Reality and Tour as a promotional medium for our partners, the Bandung City Culture and Tourism Office, to introduce the culture, tourism and creative economy of the city of Bandung with a virtual exhibition that can reach users more widely. The application that partners want is a virtual exhibition called the Bandung Pavilion which can introduce the culture, tourism and creative economy of the city of Bandung. The Bandung pavilion was inspired by the Dubai Expo 2020 held in the United Arab Emirates, where Indonesia participated in the event. Therefore, the Bandung City Culture and Tourism Office in collaboration with us, with the title of this Final Project will create a Virtual Reality and Tour 360 using the Multimedia Development Life Cycle method.

Keywords: Virtual Reality, Virtual Tour, Promotional Media, MDLC