

ABSTRACT

Raja Ampat, renowned as one of the world's premier marine destinations, offers exceptional natural beauty and cultural richness. However, existing promotional media have not fully succeeded in educating tourists on how to preserve these beautiful sites. To address this challenge, this study proposes the development of a tourism promotion application using Augmented Reality (AR) technology on the Android platform, with Marina Tour Raja Ampat as the case study.

Augmented Reality (AR) is an innovative technology that integrates virtual objects into the real world in real-time, creating an interactive experience for users. The proposed application will provide video content and specific information about tourist sites when the app's camera is pointed at markers on promotional posters. The goal of this application is to deliver a detailed and engaging visualization of the tourist attractions and enhance tourist knowledge about these destinations.

The development method employed is the Multimedia Development Life Cycle (MDLC), which includes six key stages: concept, design, material collection, assembly, testing, and distribution. This application is expected to serve as an effective tool for tourism promotion and provide a new approach to improving the tourist experience in Raja Ampat.

Keywords: Augmented Reality, tourism promotion application, Raja Ampat, MDLC, information technology.