

ABSTRACT

MINANG RUA LAMPUNG TOURISM VIRTUAL TOUR APPLICATION AS MOBILE-BASED PROMOTIONAL MEDIA

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Lampung Province, which is one of the provinces in Indonesia, has huge tourism potential. However, based on the latest data updated by the South Lampung Tourism Office in 2021, occurred a significant decline in tourist visits in 2020, reaching figures between 20% and 50% compared to previous years. Minang Rua Beach, located in Kelawi Village, Bakauheni District, South Lampung Regency is an attractive tourist destination but not yet fully utilized. Currently, conditions at the research location shows that there have been promotional efforts by the media, but not yet focused on tourist spots owned by Minang Rua Beach. To overcome this, Android-based virtual tour technology could be develop to be more easily accessed by potential tourists via mobile phones. This application was built using Android Studio with the Java programming language, and using phpMyAdmin as a database server. This virtual tour application provides complete information about the rides at Minang Rua Beach, including 360-degree panoramic photos of each ride, as well as locations connected to Google Maps.

Keywords: Panorama 360, Android Studio, Google Maps.

