

Virtual Tour Prototype As Tourism Information Media From Universitas Negeri Yogyakarta For Indonesia

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ABSTRACT

The current rapid development of technology has encouraged many innovations in the field of technology. One of the quickly developing technological innovations is a virtual tour that is widely used in education. This research aims to create a virtual tour for tourism information media from Universitas Negeri Yogyakarta (UNY) for Indonesia. Media development is carried out utilizing research and development (R&D) methods employing the ADDIE model. The research results produce an innovative product, namely tourist information media prototype in the form of a virtual tour that the public can directly access to increase campus brand awareness in building an image and attracting new students. The prototypes development process collaborates with UNY partners to obtain operational and media development supports.

Kata Kunci: *virtual tour, information media, educational tourism*