

ABSTRACT

Title : *Virtual Reality Technology as Promotion Media of National Park in Indonesia (Case Study: PT Sebumi Berbagi)*
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The development of Indonesian tourism from year to year continues to grow and even the competitiveness of Indonesia's tourism sector continues to increase. Of the several types of business activities that exist, tourism businesses such as travel services are one of the types of business activities needed by tourists in carrying out travel. The type of tourism that then gets the attention of the government to be developed in Indonesia today is tourism that pays attention to nature conservation which is then known as the concept of ecotourism, which is specifically carried out in National Parks in Indonesia. In this study, the VR concept in the world of tourism will be applied to provide visitors the experience of tourist websites in the form of visual demos about the environment and natural panoramas at destinations as real as possible using media using VR glasses. The system is built using A-Frame. A-Frame is built to make Virtual Reality more accessible to the public via the web and to start a Web VR content ecosystem. The results of this study are expected to increase visits to the National Park through PT Sebumi Berbagi.

Keywords : *Promotion Media, Travel Agent, National Park, Virtual Reality, A-Frame, Website.*