

## **ABSTRACT**

*Pangandaran Regency is a regency in the province of West Java. The geographical location of Pangandaran Regency makes this Regency an area with enormous tourism potential both for beach and river attractions. Promotional media used by the government are conventional media so that the delivery of information to tourists is not optimal, this has resulted in a decrease in the interest of tourists to visit. To be able to increase the interest of tourists visiting tourist attractions a digital promotional media was created using Virtual Tour by implementing photo and video spheres of these attractions. The making of the Virtual Tour was successfully carried out using the Luther-Sutopo method through the stages of concept, design, material collecting, assembly, testing, and distribution. Virtual Tour application can run well because based on Blackbox testing, each functionality runs as it should and the results of Beta testing using a questionnaire with a percentage of 78.6%, the application is in the criteria both as a promotional media and tourist information provider in Pangandaran Regency.*

*Keywords: Virtual Tour, Travel, Virtual Reality, 360 ° Photo*

