

## **ABSTRACT**

*The application of Virtual Reality technology to the JKT48 Theater is a step in providing a new experience for a fan before deciding to watch a show; users can find out about the JKT48 Theater, which contains several rooms—starting from purchasing tickets and merchandise to where the show takes place. They are using the Multimedia Development Life Cycle (MDLC) method, which includes six stages, namely: concept, design, material collecting, assembly, testing, and distribution. Virtual Reality as a tool or promotional media for Theater JKT48 is expected to make users aware of Theater JKT48 with a 3D display, proven by testing the system usability scale (SUS) on users.*

***Kata Kunci: MDLC, System Usability Scale, Virtual Reality***