

ABSTRACT

Tasikmalaya Regency has many beautiful tourist attractions. In particular, Cimanintin Waterfall in the Salopa area is still relatively empty of tourists. This is because it is far from the city center, so most tourists prefer to visit natural tourist attractions that are popular and easy to reach. In fact, tourist attractions in Tasikmalaya district have beauty and uniqueness that not many tourists know about. The promotional media used is conventional media so that the delivery of information to tourists is not optimal, this results in a decrease in tourists' interest in visiting. To increase tourists' interest in visiting the Curug Cimanintin tourist attraction, digital promotional media was created using a virtual tour by implementing 360° photos and videos of the tourist attraction. Creating a virtual tour was successfully carried out using the Luther (1994) method which has stages including; Concept, Design, Material Collecting, Combining Multimedia Elements (Assembly), Testing, and Distribution. The virtual tour application can run well because based on black box testing, each functionality runs as it should and the results of beta testing using a questionnaire with System Usability Scale (SUS) testing obtained an average score of 75.50 so it can be concluded that the virtual tour application has 360 Curug tourist attractions. Cimanintin is considered acceptable by users with a grade of "C" in the Good category.

Keywords: *Virtual Reality, Virtual Tour 360, Tourism, Digital*