ABSTRACT
MOBILE TOURISM APPLICATION DESIGN
FOR MAGELANG REGENCY

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Tourism is one of the industrial sector as an instrument to improve the welfare of society. Tourism can bring benefits in areas that seek to develop tourism activities. Magelang district has many attractions that have the potential to be developed, one that is very well known is the temple of Borobudur. But it is unfortunate if the tourists only visit the Borobudur temple only. The phenomenon that occurs during this time is less than optimal inform the other attractions, only a few places that have informed travelers.

The method used in data collection are observation, interviews, questionnaires, literature, data analysis, comparative matrix and BMC. After data collection and analysis, it is known that it takes a medium to inform the attraction to the public.

The author hopes that this application can help as well as a tour guide for tourists when visiting in the district of Magelang. In this application other than as a medium of travel information, there are two features that, Navigation Maps feature that shows directions to attractions through GPS and augmented reality game features a simple adventure game. This application will be distributed through the official website and Google Playstore Magelang regency which can be downloaded by smartphone users.

With a design made for tourism applications Magelang district on the android platform, Travelers get information about attractions and Travelers do not need to have an internet media tools and GPS separately to find out sights Magelang regency. And also can play the adventure once traveled with augmented reality features that have been provided.

Keyword : *Tourism, Magelang, Application , Android*