

ABSTRACT  
DESIGN OF CILETUH GEOPARK MOBILE APPLICATION

The tourism industry today has become one of the strongest sectors to help increase foreign exchange earnings and improve the local economy. When it comes to this industry, Indonesia has a lot of attractions and those making it visited by large number of foreign and domestic tourists. In Sukabumi, West Java, one of tourist areas that can be visited is Ciletuh Geopark. Geopark is an area of natural garden comprised of geological, biological and cultural elements that plays many roles as education, research, and tourism site, while in the other hand, enhancing the local economy that have not been evenly distributed. Because of its fresh status, many tourists still don't recognize the Ciletuh Geopark yet. To support the Department of Tourism in creating information media, a mobile application for Ciletuh Geopark is needed with virtual reality enhancement. This is so that people can enjoy the natural state of Geopark Ciletuh in a digitally realistic manner. In this research, the author uses several data collection techniques, namely, literature review, interviews, observation, documentation, and analysis by using comparison matrix. The observations were made by documenting the Ciletuh Geopark area, interviews were conducted with experts in mobile applications and resources of the Geopark Ciletuh, the literature study was taken from books and Internet sources, while comparative matrix analysis was carried out by juxtaposing several applications. This Geopark Ciletuh application design is expected to provide information on the geology, biology, and cultural elements as well as attractions in the tourist site, so that more foreign and domestic tourists will visit the Geopark Ciletuh Sukabumi.

Keywords: Tourism, Ciletuh Geopark, Mobile Application