ABSTRACTION

Increasing and also decreasing of property demand at one district is very depended from economics growth in the district. This matter make a map of emulation from property business become very tighten. Every company will try to use efficient method in marketing their property in order to earn to vie with other company. As the biggest apartment in East Jakarta, Patria Park with positioning sentences "Modern Live Style Living "is present with modern and luxuriant dwelling in the middle of property business emulation. With condition 93,4% unit have been sold, party of marketing Patria Park wish to execute direct selling strategy in personal to buyer candidate to quicken attainment of sales target. Therefore, sides marketing of apartment of Patria Park very require effective and efficient promotion appliance assist but remain to take care of image which have been develop during the time as modern luxuriant dwelling center. Pursuant to the condition, writer tries to rise of Virtual Reality media that untapped maximally in Indonesia especially in property. Intention of this research is to yield a promotion appliance assist base on Virtual Reality which can be run at mobile phone peripheral and know effectiveness level from the appliance assist.

Research sample used by research is come from apartment Patria Park potential buyer candidate with used to sample amount follow amount of potential buyer goals which is have been specified by party of apartment Patria Park marketing during research period. Sampling technique from this research is use Judgment Sampling with questioners as primary data collector, while secondary data obtained from related sources. Research started by scheme of application of Mobile Phone Virtual Reality, later then results of the application scheme will be measured effectiveness level depend on results from data processing. Data processing used frequency to know amount from every AIDA variables and cross tabulation to know relation of independent and dependent variables.

 This research yield a application of Mobile Phone Virtual Reality with effectiveness level equal to 95,74% in drawing attention buyer candidate, 89,36% in making buyer candidate feel interested, and 76,7% in drawing desire of buyer candidate.

From this result show Mobile Phone Virtual Reality promotion appliance assist that have been designed is effective enough to be used as one of assistant media side marketing of Patria Park apartment in doing direct selling.

Key Words: AIDA models, promotion effectiveness, Mobile Virtual Reality, VRML