ABSTRACT

Promotion is one of the main factors in the marketing process of a certain company or product that it demands a particular mechanism to be able to attract customers and to give clear meaningful information for them. There are a few mechanisms that can be used to do the things previously mentioned, starting from indirect promotion, with the use of various promotion medias such as the mass media, to direct promotion towards the consumers, through the presentation skills of a spokesman. The existing limitations of the information exchange process has inspired the writer of this graduating paper to design an interactive promotion tool for STT Telkom.

In designing this promotion tool, there are several things that can do in solving problem above where in the outline consist of identification stage, consist of determining the objective that want to reached and also begin to do the literature study and the following by the making virtual reality STT Telkom on system designing stage, in system designing stage divided into 2 part of system modeling and virtual reality designing. Next in line is testing stage and followed with the system analyzing stage to determine whether the system is made suitable with the research objective.

Result from this research is an application having visual information (physical) about STT Telkom Building, laboratory, and un-academic STT Telkom facility which can virtually cruise by user, to equip explanation of visual information, this application is provided with textual datum about visual information. In operate of this application, user have to use peripheral of computer provided with browser internet and of VRML Viewer plug-in.

From the result of this research, we can conclude that by implementing this STT Telkom promotion tool would make easier for STT Telkom, especially the Marketing Division in promoting STT Telkom, This can happen because with this technology , users can acquire direct information and cruise about STT Telkom virtually.

Key words : marketting, promotion, virtual reality, VRML