

ABSTRACT

East Java is a province that has a lot of tourism potential. However, in 2020 East Java Province experienced a decline in tourist visits by 80%. This is due to the government's decision to temporarily close tourist attractions to prevent the spread of COVID-19. To overcome this, "Arjuna: Application for Introduction to Tourist Attractions in East Java Based on Augmented Reality" with the concept of an Augmented Reality-based virtual tour to help introduce and increase the attractiveness of tourist visits in East Java during the pandemic. In the Arjuna application there is a virtual tour feature that uses AR Portal and 360-degree photos, audio tour guide and quiz features that help the public so they can feel the sensation as if they were traveling directly and can increase their knowledge about these tourist attractions.

Based on the results of the usability system testing, the Arjuna application gets the Acceptable category which indicates that the Arjuna application can be accepted as an application that can be used as a medium for introducing tourism and can increase the attractiveness of tourist visits in East Java during the pandemic.

Keywords: *tourism, pandemic, augmented reality, virtual tour, 360 photos*