

ABSTRACT

Interactive media is a communication method where the output of the program depends on the input made by the user. The use of interactive media can be used effectively as a marketing tool. This study aims to help PT. Pandu Berlian Jaya, in order to market their products using interactive media applications as a promotional option for how to use medical devices such as surgery and diagnosis tools. So far, clients who order surgery or diagnosis have experienced difficulties in using the ordered tools. Usually clients make appointments with employees of PT. Pandu Berlian Jaya which takes a long time. Interactive media applications (PBJ Equipment Gallery) make use of the 3D Interactive Model, clients can view three-dimensional tools in digital form and interact within the scope of action required to use their products. Application testing is carried out by the director of PT. Pandu Berlian Jaya, namely Mr. Suharno. For further development the application can use Android with a minimal version of Lollipop.

Keywords: PT. Pandu Berlian Jaya, Interactive Media, Medical Devices