ABSTRACT

PT Angkasa Pura II iis a subsidiary of Aviation Tourism. To develop business, PT Angkasa Pura II established an Adjacent Business Division. The adjacent division has a website for selling its products. One of the products on the market is wayfinding digital media. Wayfinding digital media is an airport public facility that directs airport service users with pathfinding in finding the location of restaurants, shops, banking, public facilities, and gates, with spot advertising available for commercial and non-commercial advertising. When promoting Wayfinding digital media products, Adjacent Business Division still uses text and image media, so the website of the adjacent division does not have the technology to provide a realistic and interactive overview of the shape and location of the wayfinding digital media. Therefore, there is a need to develop technologies that can provide an overview of the shape and location of wayfinding digital media, such as WebGL-based 3D virtual tour technology. Virtual tour development uses the Multimedia Development Life Cycle (MDLC) methodology. It consists of five phases: initialization, blueprint design, asset preparation, product development, and testing & validation. The virtual tour was successfully created based on the results of a test using the black box method to test functionality, a questionnaire using the SUS (system usability scale) question method to test the level of usability and the UAT (User Acceptance Testing). Black box test results showed that the functionality worked well and that the usability of the virtual tour reached 80 points from the SUS (system usability scale) calculation results and User requirements for UAT test results met . These results show that 3D virtual tours can be used as media to provide an overview of the shape and location of wayfinding digital media.

Keywords: Angkasa Pura II, Wayfinding, Virtual Tour, MDLC