

ABSTRACT

The advancement of multimedia technology has provided various valuable benefits to society, such as aiding in daily tasks. In this context, computers have become one of the primary devices utilized in the implementation of this technology. Taking into consideration the existing context of the issue, an innovation has been carried out in the creation of virtual tours by applying the Multimedia Development Life Cycle (MDLC) method, consisting of six main stages: concept, design, content gathering, production, testing, and distribution. In an effort to support the success of the virtual tour, the utilization of 3D models becomes a crucial element. 3D models like house models, interiors, and environments are integral parts of this project. These 3D models offer potential buyers a direct interaction opportunity, enabling them to closely examine examples of the marketed buildings. With this feature, potential buyers can virtually survey the location where the property will be constructed. Beta testing results conducted on respondents demonstrated highly positive responses to these 3D models. These 3D models achieved an average score of around 95% on the Likert scale used, indicating a very high level of alignment.

Keywords: multimedia, 3D models, MDLC