

ABSTRACT

*The development of the property business, especially apartments, continues to grow in line with the increasing demand for housing. Jember Town Square (Jetos) is one of the apartment property businesses in Jember, East Java, offering a luxurious European-style residential concept with various entertainment and culinary facilities. However, the promotional strategy used is still conventional, relying on building images and floor plans in 2D format, which have limitations in delivering in-depth visual information. Promotional media in 2D form provide less immersive experiences for potential buyers, making it necessary to implement more engaging and interactive marketing innovations. One of the solutions that can be applied is the utilization of Virtual Reality (VR) technology. This technology enables the creation of realistic three-dimensional (3D) environments where users can interact more deeply with virtual spaces. With VR, prospective residents can explore apartment units with more accurate details without having to visit the physical location directly, providing a more realistic experience than traditional promotional media. The implementation of VR can also enhance customer engagement, facilitate a better understanding of property layouts, and accelerate the decision-making process in apartment purchases. In this study, the **Multimedia Development Life Cycle (MDLC)** method was used to develop the system, with 3D models designed using **Blender** and **Unity3D** to create more accurate, detailed, and visually appealing representations. The questionnaire results showed positive responses from users towards the developed system, while testing using **black box testing** provided satisfactory validation of system functionality. Thus, the implementation of VR in Jetos apartment marketing can be an innovative solution to enhance business competitiveness, expand marketing reach, and provide a more engaging and realistic interactive experience for potential customers, making marketing strategies more modern and effective in today's digital era.*

Keywords: 3D, System Development Life Cycle, Virtual Reality.