

ABSTRACT

Raja Ampat is recognized as one of the world's top natural tourism destinations, renowned for its stunning landscapes and rich marine biodiversity. However, the current booking system for tourism packages in this area is not yet fully optimized, necessitating innovation to enhance convenience and appeal for tourists. A proposed solution is the development of an Android-based Augmented Reality (AR) application to support tourism package bookings. This application aims to provide tourists with detailed information about tourist destinations, accommodations, transportation, and other facilities in Raja Ampat. The use of AR technology offers a more interactive and engaging experience, potentially increasing tourist interest. The application is developed using the Multimedia Development Life Cycle (MDLC) method, which includes six main stages: concept, design, material collecting, assembly, testing, and distribution.

Keywords: *Raja Ampat, Natural Tourism, Augmented Reality, Android, MDLC*