3D BUILDING VISUALIZATION WITH VIRTUAL REALITY FOR VIRTUAL TOUR APPLICATION USING AGILE DEVELOPMENT

KEVIN TANTOWIJAYA
(Pembimbing : Hanny Haryanto, S.Kom, M.T)
Teknik Informatika - S1, FIK, Universitas Dian Nuswantoro
www.dinus.ac.id
Email : 111201206656@mhs.dinus.ac.id

ABSTRAK

Advertisement is one of the types of promotion that is commonly used in many company to promote their products. Online promotion becomes a great deal for recent market strategy. Online promotion or called E-Promotion is an extension of offline promotion with some significant differences. UDINUS (Universitas Dian Nuswantoro) or Dian Nuswantoro University is a leading university on Semarang. The reputation of UDINUS itself is already good, and well known in Jawa Tengah, especially in Semarang. Many student know UDINUS through some media such as mass media, billboard, internet, and brochure. But not all of them have a clear information about UDINUS in some of the media such as newspaper, because the information in newspaper has limitation rule of the advertisement. And not all of the media that promote UDINUS have a good User Interface. Lastly, there is no media that can create the atmosphere-like in UDINUS. So researcher want to give knowledge to the people about UDINUS using application based on Virtual Reality, and also using Augmented Reality to provide virtualization of the UDINUS building. And researcher will use agile methodologies to use as the guidance to create the application from beginning. The methodology that used is Extreme Programming. From the research that researcher do, the application that based on Virtual Reality is done and can be used to promote UDINUS.

Kata Kunci	:	Promotion, Virtual Reality, Augmented Reality, UDINUS, Agile Methodologies, Extreme Programming, Virtualization

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KEVIN TANTOWIJAYA
(Lecturer : Hanny Haryanto, S.Kom, M.T)
Bachelor of Informatics Engineering - S1, Faculty of Computer Science, DINUS University
www.dinus.ac.id
Email : 111201206656@mhs.dinus.ac.id

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