

ABSTRACT

MALAHAYU RESERVOIR VIRTUAL TOUR WEBSITE DESIGN USING MULTIMEDIA DEVELOPMENT LIFE CYCLE METHOD

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Brebes Regency which is located on the border between Central Java and West Java, offers a variety of tourist destinations, one of which is the Malahayu Reservoir as a proud main attraction. Despite recording a surge in visitors of up to 120,260 people in 2022, there has been a trend of decreasing interest recently. Challenges related to the lack of information are in focus, and in overcoming this problem, the use of the latest technology such as virtual tours is an effective solution. Virtual tours allow visitors to explore locations with a 360 degree view via devices such as smartphones. This allows tourist destinations to show details of locations and experiences that can be enjoyed. This research aims to develop a virtual tour website for Malahayu Reservoir using the Multimedia Development Life Cycle (MDLC) method. It is hoped that this website will increase accessibility and promotion of the Malahayu Reservoir, overcome the lack of information, and allow potential visitors to explore the beauty of the location virtually. This research discusses the design and development of a virtual tour website for the Malahayu Reservoir tourist attraction by applying the Multimedia Development Life Cycle (MDLC) method. The use of MDLC in the design, testing and evaluation stages of websites aims to improve the quality of information and user response. The results of Black box and System Usability Scale (SUS) testing show a functionality level of 78% and user satisfaction is okay, indicating a positive usability level.

Keywords: *Multimedia Development Life Cycle, Virtual tour, Malahayu Reservoir, Website*