ABSTRACT

The Bank Rakyat Indonesia Museum is a tourist attraction that not many people know about, promotions are carried out only using social media, therefore there is a need for media that contains information and visuals for the Bank Rakyat Indonesia Museum, namely virtual reality. videos. This research uses qualitative research methods and SWOT analysis in the data collection process. The aim of making this virtual reality video is to make it easier for tourists to find out tourism information such as museum visuals, history and tourist explanations which aim to introduce the Bank Rakyat Indonesia Museum tour to the public, especially the Barlingmascakeb (Banjarnegara) area. , Purbalingga, Banyumas, Cilacap and Kebumen). This research produces the main media in the form of virtual reality videos, and supporting media consisting of Instagram Media, Posters, X-Banner.

Keywords: Virtual Reality, Video, Tourism