

PENGEMBANGAN AUGMENTED REALITY PORTAL UNTUK GALERI VIRTUAL LUKISAN WAYANG KAMASAN

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ABSTRAK

Lukisan wayang Kamasan merupakan seni tradisional yang kaya akan nilai-nilai tradisional dan estetika di dalamnya, namun menghadapi tantangan dalam penjualan karena kurangnya strategi promosi di era digital. Penelitian ini bertujuan untuk mengembangkan media promosi dengan galeri virtual menggunakan teknologi *Augmented Reality Portal* untuk meningkatkan daya tarik dan pemasaran lukisan wayang Kamasan. Metode yang digunakan adalah *Multimedia Development Life Cycle (MDLC)*, dengan enam tahapan: konsep, desain, pengumpulan bahan, perakitan, pengujian, dan distribusi. Data penelitian diperoleh melalui wawancara dengan pelukis dan fasilitator Rumah BUMN Klungkung, serta dilengkapi observasi, studi dokumen, dan kuesioner. Validasi dilakukan melalui uji *blackbox* dan *whitebox* untuk memastikan seluruh fungsi sistem bekerja dengan baik, baik secara eksternal maupun internal. Selain itu, uji kelayakan oleh ahli isi dan uji ahli media menghasilkan tingkat validitas "Sangat Tinggi." Uji respon pengguna menggunakan instrumen *User Experience Questionnaire (UEQ)* menunjukkan skor "*excellent*" pada enam aspek utama, yaitu daya tarik (2,44), kejelasan (2,24), efisiensi (2,10), ketepatan (2,16), stimulasi (2,33), dan kebaruan (2,44). Secara keseluruhan pengembangan galeri virtual lukisan wayang Kamasan dengan teknologi *Augmented Reality Portal* ini layak untuk digunakan.

Kata Kunci: Lukisan Wayang Kamasan, Galeri Virtual, *Augmented Reality Portal*, Promosi.

DEVELOPMENT OF AUGMENTED REALITY PORTAL FOR VIRTUAL GALLERY OF KAMASAN WAYANG PAINTINGS

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ABSTRACT

Kamasan wayang painting is a traditional art that is rich in traditional values and aesthetics, but faces challenges in sales due to the lack of promotional strategies in the digital era. This research aims to develop a promotional media with a virtual gallery using Augmented Reality Portal technology to increase the attractiveness and marketing of Kamasan wayang paintings. The method used is Multimedia Development Life Cycle (MDLC), with six stages: concept, design, material collection, assembly, testing, and distribution. The research data was obtained through interviews with painters and facilitators of Rumah BUMN Klungkung, and complemented by observations, document studies, and questionnaires. Validation was conducted through blackbox and whitebox tests to ensure all system functions worked properly, both externally and internally. In addition, feasibility tests by content experts and media expert tests resulted in a validity level of "Very High." The user response test using the User Experience Questionnaire (UEQ) instrument showed an "excellent" score on six main aspects, namely attractiveness (2.44), clarity (2.24), efficiency (2.10), accuracy (2.16), stimulation (2.33), and novelty (2.44). Overall, the development of a virtual gallery of Kamasan wayang paintings with Augmented Reality Portal technology is feasible to use.

Keywords: *Kamasan Wayang Paintings, Virtual Gallery, Augmented Reality Portal, Promotion*