PENGEMBANGAN APLIKASI LOCATION BASED AUGMENTED REALITY KAWASAN TUGU KUJANG KOTA BOGOR

Oleh

Mario Martin Da Silva, Nim. 1815051088

Prodi Pendidikan Teknik Informatika

Jurusan Teknik Informatika

Fakultas Teknik dan Kejuruan

Universitas Pendidikan Ganesha

Singaraja

Email : mario@undiksha.ac.id

ABSTRAK

Penelitian ini mengembangkan aplikasi Location Based Augmented Reality (LBAR) untuk kawasan Tugu Kujang Bogor guna meningkatkan pengalaman wisata dan pemahaman sejarah-budaya. Aplikasi ini mengatasi kurangnya interaksi dan informasi on the spot yang sering dialami wisatawan. Menggunakan metode Multimedia Development Life Cycle (MDLC), aplikasi dirancang untuk menampilkan informasi virtual secara interaktif pada objek fisik yang terdeteksi di lokasi. Pengujian fungsionalitas melalui Blackbox, Ahli Media, dan Uji Respon Pengguna menunjukkan aplikasi berfungsi baik dan diterima positif, dengan rata-rata skor uji pengguna 80%, mengindikasikan kepuasan dan kemudahan penggunaan. Aplikasi ini diharapkan memberikan pengalaman interaktif dan informatif yang baru bagi pengunjung Kawasan Tugu Kujang, mendorong minat pada sejarah lokal, dan berpotensi meningkatkan pariwisata daerah.

Kata Kunci: *Augmented Reality, Location Based Service*, Tugu Kujang, Pengalaman Pengunjung

DEVELOPMENT OF A LOCATION BASED AUGMENTED REALITY APPLICATION IN THE TUGU KUJANG AREA IN BOGOR CITY

By

Mario Martin Da Silva, Nim. 1815051088

Informatics Engineering Education Study Program

Informatics Engineering Department

Informatics Engineering and Vocational

Ganesha University of Education

Singaraja

ABSTRACT

This research develops a Location Based Augmented Reality (LBAR) application for the Tugu Kujang area in Bogor to enhance tourist experience and understanding of its history and culture. The application addresses the lack of direct interaction and on-the-spot information often experienced by visitors. Using the Multimedia Development Life Cycle (MDLC) method, the application is designed to display interactive virtual information on detected physical objects at the location. Functionality tests using Blackbox, Media Expert, and User Response Tests showed that the application functions well and is positively received, with an average user test score of 80%, indicating satisfaction and ease of use. This application is expected to provide a new interactive and informative experience for visitors to the Tugu Kujang area, fostering interest in local history, and potentially boosting regional tourism.

Keyword: *Augmented Reality, Location Based Service, Kujang Monument, Visitor Experience*