

ABSTRAK
**RANCANG BANGUN APLIKASI *VIRTUAL TOUR* 3D SEBAGAI MEDIA
PENGENALAN JENIS RUMAH ADAT SUMATERA SELATAN
BERBASIS *ANDROID***

(Muhammad Fathan Mubiina Ayala, 2026: 164)

Rumah Adat Sumatera Selatan merupakan salah satu warisan budaya yang memiliki nilai sejarah dan filosofi sehingga perlu dilestarikan. Namun, media pengenalan yang tersedia masih didominasi oleh penyampaian melalui teks dan gambar sehingga belum mampu memberikan pengalaman yang interaktif kepada pengguna. Penelitian ini bertujuan merancang dan membangun aplikasi *Virtual Tour* 3D berbasis *Android* sebagai media pengenalan jenis Rumah Adat Sumatera Selatan. Metode pengembangan yang digunakan adalah *Multimedia Development Life Cycle* (MDLC) yang meliputi tahapan *concept*, *design*, *material collecting*, *assembly*, *testing*, dan *distribution*. Aplikasi menampilkan lima jenis rumah adat dalam lingkungan virtual tiga dimensi. Hasil pengujian *Black Box Testing* menunjukkan seluruh fungsi aplikasi berjalan sesuai rancangan, sedangkan hasil validasi ahli memperoleh nilai **84,50%** dengan kategori **Sangat Layak**. Dengan demikian, aplikasi yang dikembangkan layak digunakan sebagai media pengenalan budaya yang interaktif, informatif, dan mudah digunakan.

Kata kunci : *Virtual Tour* 3D, Rumah Adat Sumatera Selatan, *Android*, *Unity*, MDLC.

ABSTRACT

DESIGN AND DEVELOPMENT OF AN ANDROID BASED 3D VIRTUAL TOUR APPLICATION AS A MEDIUM FOR INTRODUCING SOUTH SUMATRAN TRADITIONAL HOUSES

(Muhammad Fathan Mubiina Ayala, 2026: 164)

*The traditional houses of South Sumatra are an important cultural heritage with historical and philosophical values that should be preserved. However, existing introduction media are still dominated by text and images, providing limited interactive experiences for users. This study aims to design and develop an Android-based 3D Virtual Tour application as a medium for introducing the traditional houses of South Sumatra. The application was developed using the Multimedia Development Life Cycle (MDLC), consisting of concept, design, material collecting, assembly, testing, and distribution. The application presents five types of traditional houses in a three-dimensional virtual environment. Black Box Testing showed that all application features functioned properly, while the expert validation result reached **84.50%**, indicating the **Highly Suitable category**. Therefore, the developed application is suitable as an interactive, informative, and user-friendly medium for introducing the traditional houses of South Sumatra.*

Keywords : *Virtual Tour 3D, South Sumatran Traditional Houses, Android, Unity, MDLC.*