



The Effectiveness of Virtual Tour on Media Social Youtube as an Alternative Tourism During the Covid-19 Pandemic in East Nusa Tenggara Province.

(Case Study: Youtube Channel Video “Wonderfull Indonesia”)

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Abstract— Virtual Tour is one of the new concepts for the world of tourism and is predicted to be a safe alternative for tourism amid the COVID-19 pandemic. As we know, tourism is a sector that has experienced a significant impact due to the outbreak of Covid-19 in the world today. The implementation of social distancing for people around the world forces us to stay at home and prohibits us from traveling. The Indonesian government through the Ministry of Tourism and Creative Economy/Kemenparekraf made a breakthrough by holding virtual tour activities 3 times and lifting every tourist destination in Indonesia. One of them is a tourist destination in East Nusa Tenggara Province. The tourist destinations appointed by the Ministry of Tourism and Creative Economy in NTT Province are Labuan Bajo, Wae Rebo Tourism Village and Alor Island. This Virtual Tour activity was uploaded on the Youtube platform with the Youtube Channel Wonderfull Indonesia. Seeing the above phenomenon, here the researcher is interested in conducting a study and raising the topic of the Effectiveness of YouTube Social Media Virtual Tours as Tourism Alternatives During the Covid-19 Pandemic Period in East Nusa Tenggara Province. (Case Study: Video Youtube Channel "Wonderfull Indonesia").

The method used in this study uses a qualitative method with an entography approach. Where this method this method can be used in photographing the phenomenon of society that is in the realm of cyberspace. The location that will be taken in this research is based on the youtube analysis chosen by the author, namely the Wonderfull Indonesia channel which is located in East Nusa Tenggara Province.

The results of this study are discussed based on indicators of effectiveness such as 1. Program success 2. Target success 3. Satisfaction with the program 4. Input and output levels 5. Achievement of overall goals. As a result, the success of the virtual tour on the Wonderful Indonesia Youtube Channel during the COVID-19 pandemic in East Nusa Tenggara, it can be said that it went well and on target so that it produced its own satisfaction for

the viewers/netizens. However, there are still some obstacles caused by other social media promotions on the existence of virtual tour videos held by the Ministry of Tourism and Creative Economy through the wonderful Indonesia youtube channel.

Keywords: *Effectiveness, Virtual Tour, and Alternative Tourism*

I. INTRODUCTION

The existence of Virtual Tours as alternative tourism has been fully supported by the Ministry of Tourism and Creative Economy/Kemenparekraf Indonesia in facilitating the needs of potential tourists in the midst of the COVID-19 pandemic. One of the strategies is to hold virtual tours for free for potential tourists 3 times, namely virtual tours the first with the theme of Travel Virtual Heritage, the second virtual tour with the theme Travel Live: Virtual Indonesia, and the third virtual tour with the theme of Hidden Heaven. All virtual tour activities carried out by the Ministry of Tourism and Creative Economy have been uploaded to the official YouTube account of the Ministry of Tourism and Creative Economy, namely Wonderful Indonesia. In addition to treating the homesickness of potential tourists who carry out tourism activities, it is hoped that with the implementation of this virtual tour it can be used as an alternative tour in the midst of the uncertain COVID-19 pandemic and an opportunity for prospective tourists to find out more existing tourist destinations and hidden tourist destinations. exist in Indonesia.

East Nusa Tenggara Province is one of the potential provinces to be involved in virtual tour activities organized by the Indonesian Ministry of Tourism and Creative Economy through the Wonderful Indonesia YouTube video platform. The province of NTT is predicted to be one of the next new Bali for Indonesian tourism, which incidentally has considerable potential for the development of Indonesian tourism, both in terms of natural tourism and cultural tourism. NTT Province is an archipelagic province consisting of 5 major islands, namely Flores Island, Sumba Island, Rote Island, Alor Island, and Timor Island and briefly became Flobamora. What is quite amazing about the NTT Archipelago Province is that each region has hidden natural beauty and has a different culture that has not been explored equally for domestic and foreign tourists.

Seeing this phenomenon, it is not wrong if the Indonesian Ministry of Tourism and Creative Economy includes NTT tourism in Virtual Tour activities through the Wonderful Indonesia YouTube video platform. The existence of the Virtual Tour, which is predicted to be an alternative tour in the midst of the COVID-19 pandemic, certainly has a positive impact on the world of tourism in NTT. This can be proven by conducting virtual tours, tourists who are curious about the natural beauty and culture of NTT do not need to spend a large budget again in exploring tourist destinations in NTT. With the internet, potential tourists can enjoy the natural beauty and culture of NTT without leaving the house. However, with the positive impacts that exist, it is also necessary to examine the negative impacts on the existence of the virtual tour that is currently happening. The disadvantage of this virtual tour is that it does not get the real atmosphere, many locations are missed because the videos shown are only certain parts and the tour is less exciting than traveling in real. From the above phenomenon, it can be seen the level of urgency in this research in the hope of getting new studies on tourism development, especially regarding Virtual Tours.

Therefore, the problems raised in this research are: (1) How is the effectiveness of virtual tours on the Wonderful Indonesia YouTube video platform as an alternative tourism in NTT Province (2) How are netizens' responses to virtual tour videos on the Wonderful Indonesia YouTube channel platform on tourism in NTT?. The objectives to be achieved in this study are to identify the effectiveness of virtual tours on the Wonderful Indonesia YouTube video platform as an alternative tourism in NTT Province, and to identify netizen responses to virtual tour videos on the Wonderful Indonesia YouTube Channel platform.

II. LITERATURE REVIEW

A. Effectiveness

Effectiveness is the relationship between the output of a responsibility center and the target to be achieved, the greater the contribution of the output produced to the value of achieving the target, the more effective the program can be. According to Cambel J.P, the measurement of effectiveness in general and the most prominent are: 1. Program success 2. Target success 3. Satisfaction with the program 4. Input and output levels 5. Achievement of overall goals [1]. So that the effectiveness of the program can be carried out with operational capabilities in carrying out work programs that are in accordance with predetermined goals, comprehensively, effectiveness can be interpreted as the level of ability of an institution or organization to be able to carry out all its main tasks or to achieve the goals that have been set. previously determined.

B. Virtual Tour

Waraney et al. (2017) stated that virtual tours are technologies that place users in images and allow users to increase situational awareness and significantly increase the ability to see, capture and analyze virtual data. Virtual tours can be used as a medium that can present and turn on the imagination of its users. So it is as if the user experiences and feels the real situation (Suhendar, Fernando. 2016). David et al. (2016) added that a virtual tour is a simulation of a location consisting of a series of images. The series of images will be stitched to produce a 360-degree panoramic photo. Virtual tours themselves are usually used to give the experience of being in a place just by looking at the monitor screen.

The presentation of virtual tours can be done by utilizing images or videos, besides that, it can use 3-dimensional (3D) models. For presentation using images, panoramic photos can be used. Selection of the type of panoramic photo also affects the resulting virtual tour. According to Scot (2010), for the cylindrical type of panorama, the vertical part can only capture no more than 180 degrees while the spherical type allows you to look up and down (Daud et al. 2016). Virtual Tour is a simulation of a real environment displayed online, usually consisting of a collection of panoramic photos, a collection of images connected by hyperlinks, or videos, or virtual models of the actual location, and can use other multimedia elements such as sound effects, music, narration, and writing (Handjojo, 2013).

Media that have been linked or stitched by the developer can be enjoyed by users in the form of: (a) Images or photos, according to Hamzah, images or photos are visual media. Where this media has a function to channel messages from the source recipient to the recipient of the message. The message will be conveyed into visual communication symbols, these symbols need to be understood correctly, meaning that the message delivery process can be successful and not cause errors (Haryanti.2018). (b) Virtual Reality Photography (VRP) VRP is a panoramic photo technique

that presents an atmosphere with a spherical view, Yuliana and Listianto (2017).

According to Dio, Safriadi, and Sukamto (2019), panoramic photos are a combination of several photos with the aim of getting photos with a wide angle of view and covering a wide view. Panoramic photos are even capable of presenting objects up to 360° (c) Video Video is defined as a single image fragment called frames. The results of processing several images that create the illusion of moving images because the brain does not capture images individually, Waraney, Tulenen, and Sinsuw (2017.p2). These videos can be accessed via television, computer, web, or via smartphone. (d) 360° Video According to Brown et al (2016), 360 degree video is a form of Virtual Reality where the user's point of view can be spherical (round) or almost spherical where the center of the video is in the middle. 360 degree video is recorded with an omnidirectional camera or through multiple cameras that can record the surroundings and each video is stitched together to form a 360 degree video. This video can be accessed using Google Cardboard.

This tool can provide a virtual reality experience to its users with the help of a smartphone where users can experience like they are actually in the environment. (e) Interactive 360° Video Interactive 360° video is a development of the improved 360° video, Choi et al (2018). Added qualities can include adding a URL (Uniform Resource Locator) to it, changing the scene via button clicks, and adding special effects so you don't see the difference in the mix of videos. However, interactive 360° videos are not yet widely used. Some of the most popular virtual tours are museums, tourist areas, universities, real estate, historical sites, parks and breeding grounds, public places such as the White House and the Taj Mahal, and hotels.

C. *Social Media*

Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds (Nasrullah, 2015). One of the social media categories is social networking. Nasrullah (2015) explains that social networking is a means that can be used to interact, including the effects resulting from these interactions in the virtual world. The main character of a social networking site is that its users form a new network of friends. Examples: Instagram and Facebook. Susanto (2018) said that social media helps users to share messages through virtual networks. Social media will make it easier for users to share messages through social network intermediaries, virtual media and others. Social media helps businesses build trust and build brand awareness. Build brand awareness by creating online visibility that is a representation of the business. (Saputra et al, 2020)

III. RESEARCH METHOD

The method that will be used in this study uses a qualitative virtual ethnographic approach, where this method can be used in photographing the phenomenon of society in cyberspace (Nasrullah, 2017), which in this context are netizens who interact in the YouTube comment column.

A. *Location and Research duration*

The location that will be taken in this research is based on the analysis of the Wonderfull Indonesia youtube video channel in East Nusa Tenggara. This research will be conducted for 6 months starting from March-August 2022.

B. *Research Subject*

The subjects in this study are people who can be used as informants who can provide an overview of the actual situation. In this study, the informants were tourists who were on social media, especially YouTube, namely netizens.

C. *Research Instruments*

The instrument in this study, the researcher acts as a data collector and as an active instrument in an effort to collect data in the field. While other data collection instruments are various forms of aids in the form of questionnaires, interview guides, recording devices, stationery and other documents that can be used to support the validity of research results, but function as supporting instruments.

D. *Data Analysis Techniques*

The data analysis technique in this study is the stage where the data is processed and utilized in such a way as to successfully conclude the truths that can be used to answer the questions posed in the research. This study uses data analysis of the Miles and Huberman flow model which has three paths, namely Data Reduction, Data Presentation, and Conclusion Drawing.

IV. RESULTS AND DISCUSSION

This research was conducted to find out how far the effectiveness of virtual tours on the Wonderfull Indonesia youtube channel as an alternative tour during the covid-19 pandemic. The tourism industry has had a significant impact. The COVID-19 pandemic forces people to stay indoors and forces people to cancel all types of existing tourism activities. This is what makes the Indonesian Ministry of Tourism and Creative Economy make a breakthrough by creating a virtual tour. This virtual tour can be accessed through the official YouTube channel of the Ministry of Tourism and Creative Economy of Indonesia, namely Wonderfull Indonesia, for free and the public can enjoy virtually all types of tourism in Indonesia, especially tourism in East Nusa Tenggara Province.

Responding to these conditions, the writer conducts an analysis using a qualitative descriptive method with an ethnographic approach to the wonderful Indonesia youtube video channel in East Nusa Tenggara. The results of the analysis can be assessed based on indicators of effectiveness such as program success, target success, satisfaction with the program, input and output levels, and overall goal achievement.

A. Program Succes

Based on the results of the virtual tour video analysis on the Wonderful Indonesia Youtube Channel during the COVID-19 pandemic in East Nusa Tenggara, it can be said that it went well. This can be proven based on the quality of the video and content on the Wonderful Indonesia YouTube video in the Province of East Nusa Tenggara, which is supported by video quality with 4K video resolution. So that viewers who will watch videos on the Wonderful Indonesia YouTube channel can be spoiled for good video quality and of course can satisfy the audience. Apart from the quality of the video and the results of the good content, there are several things that become obstacles to the success of the virtual tour program through the Wonderful Indonesia YouTube video channel.

The Wonderful Indonesia Youtube Channel as one of the official virtual video accounts owned by the Indonesian Ministry of Tourism and Creative Economy cannot be separated from several obstacles. The obstacle is the lack of focus on the development of the Indonesian YouTube channel called Wonderful Indonesia, which is carried out by the Ministry of Tourism and Creative Economy as a platform for providing virtual videos about tourism in Indonesia, especially the Province of East Nusa Tenggara. This can be proven by the Indonesian Ministry of Tourism and Creative Economy when it has 2 youtube channels, and ironically they both display videos about tourism in Indonesia, especially tourism in East Nusa Tenggara Province during the covid-19 pandemic under the name Pesona Indonesia. This phenomenon can certainly cause divisions and unequal numbers of virtual tour viewers owned by the Ministry of Tourism and Creative Economy. This has resulted in the number of virtual video viewers about tourism in East Nusa Tenggara, especially Indonesia, not experiencing a significant increase.

B. Target Succes

The existence of a virtual video tour wonderful Indonesia in East Nusa Tenggara Province has spoiled the community, especially netizens in the midst of the covid-19 pandemic that occurred. This can be proven in the table. 1 below, where data is taken based on the number of viewers during the covid-19 pandemic.

**Viewers of the Wonderful Indonesia Youtube Channel
Videos East Nusa Tenggara
Year 2020-2021**

Title	Years	Viewers
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Labuan bajo And wae rebo : The Harbour To Paradise	2020	19.000 views
Komodo National Park and Alor : The Miracles of Living	2020	11.000 views
Alor island - The Extraordinary Harmony	2020	5000 views
Sumba - Miracles in the Southeast	2020	21.000 views
An Exploration of the Wondrous Labuan Bajo	2020	85.000 views
I Miss Labuan Bajo	2020	8800 views
Wonderful Indonesia- Komodo Nasional Park	2020	1.200.000 views
A New Experience Awaits You in Labuan Bajo 11	2021	8400 views
Labuan Bajo, Isles Full of Joy	2021	11.000 views

Resource: Youtube Channel Wonderful Indonesia

Based on Table. 1 above, it can be explained that the level of interest of the viewers of the wonderful Indonesia YouTube channel in East Nusa Tenggara is not enough to represent that the existence of the virtual tour of Wonderful Indonesia is going well. This can be proven by the number of views on each tourism video in East Nusa Tenggara Province which is found on the YouTube channel Wonderful Indonesia is not too significant. The number of viewer views from 2020 to 2021 did not experience a significant increase. Even though the video quality, content and the number of subscribers, which in fact is 136,000, should be able to get quite a lot of views.

This phenomenon is caused because there are many YouTubers who present virtual tour videos about tourism in East Nusa Tenggara. This makes viewers, especially netizens, have many choices in watching virtual tour videos on the YouTube platform. In addition, the problem is the lack of other social media promotions for the existence of virtual video tours held by the Ministry of Tourism and Creative Economy through the wonderful Indonesia youtube channel. In fact, if you want a large number of views, other social media such as Facebook, Instagram and TikTok can be used as promotional media to attract the interest of the audience/netizens.

C. Satisfaction With The Program

Apart from the problems that occur with the existence of a virtual tour video in East Nusa Tenggara through the YouTube video channel Wonderful Indonesia. Most of the viewers/netizens were very satisfied with the program carried out by the Indonesian Ministry of Tourism and Creative Economy. This can be seen from one of the virtual tour videos called Wonderful Indonesia-Komodo National Park.



Resouce : Youtube Channel Wonderful Indonesia

Figure 1. Video Virtual Tour Wonderful Indonesia - Komodo National Park

Based on Figure 1, it shows that the level of satisfaction with the virtual tour video program in East Nusa Tenggara Province through the wonderful Indonesia youtube channel has attracted the interest of viewers, especially netizens. This shows that the video that was uploaded last year (2021) has managed to get 1.2 million views from netizens. This is certainly an achievement in itself for the wonderful Indonesia youtube channel, considering the number of subscribers owned by the wonderful Indonesia youtube channel is only 136k subscribers.

On the other hand, the benchmark for netizen/viewer satisfaction with the existence of the East Nusa Tenggara virtual tour video via the Wonderful Indonesia youtube channel is the very positive comments from netizens. This can be seen in Figure 2 below



Sumber : Youtube channel Wonderful Indonesia

Picture. 2 comments from Netizens of Wonderful Indonesia's Youtube Video Channel

Based on Figure 2, it can be explained that most of the netizens/viewers were entertained and amazed by the quality of the content and images displayed on the virtual tour video owned by the Wonderful Indonesia youtube channel.

Through the comments of these netizens, it is undeniable that the existence of a virtual tour video on the wonderful Indonesia youtube channel can be a benchmark for the satisfaction of netizens in the midst of the covid-19 pandemic that is happening in parts of the world today.

D. Input and Output Level

The COVID-19 pandemic that occurred in parts of the world, especially Indonesia, made the tourism industry experience a significant negative impact. This is what makes the Indonesian government through the Ministry of Tourism and Creative Economy make a breakthrough by holding a virtual tour. This virtual tour is a tourist activity that can be enjoyed for free by tourists using only gadgets without having to leave home. According to the official website of the Indonesian Ministry of Tourism and Creative Economy www.kememparekraf.go.id this virtual tour program can be used as an alternative tourism amid the sluggish tourism industry amid the current COVID-19 pandemic. Aside from being an alternative to virtual tourism, this tour also aims to be a promotional medium for tourism in Indonesia. This is certainly very useful for potential tourists because potential tourists will gain insight into Indonesian tourism before making a real trip when the COVID-19 pandemic ends.

The output of the virtual tour program that has been produced by the Ministry of Tourism and Creative Economy of Indonesia, namely this virtual tour program has been carried out 3 times. The first virtual tour activity with the theme of Travel Virtual Heritage, the second virtual tour with the theme Travel Live: Virtual Indonesia, and the third virtual tour with the theme of Hidden Heaven. All virtual tour activities carried out by the Ministry of Tourism and Creative Economy have been uploaded to the official YouTube account of the Ministry of Tourism and Creative Economy, namely Wonderful Indonesia. In addition, the Indonesian Ministry of Tourism and Creative Economy has uploaded many virtual tour videos of Indonesian tourism, especially the Province of East Nusa Tenggara in the midst of the COVID-19 pandemic in order to pamper potential tourists and promotional media for tourism in Indonesia.

E. Overall Goal Achievement

The achievements that have been made for the virtual tour program carried out by the Ministry of Tourism and Creative Economy through the wonderful Indonesia video youtube channel. Most of the virtual tour programs uploaded through the wonderful Indonesia youtube channel went well. This can be proven by the fact that some netizens/viewers are satisfied with the virtual tour content on the wonderful Indonesia youtube channel with positive comments and good views.

However, there are still some problems that need to be fixed in order to get a satisfactory result for the audience. The first problem is that the Government through the Indonesian Ministry of Tourism and Creative Economy is still not optimal in developing the wonderful Indonesia YouTube video channel. It can be proven that currently the Indonesian Ministry of

Tourism and Creative Economy has 2 youtube channels besides the wonderful Indonesia youtube channel. The YouTube channels are Kemenparekraf and Pesona Indonesia. The two youtube channels also create content about virtual tours of Indonesian tourism. The Indonesian Ministry of Tourism and Creative Economy should choose one of its YouTube channels to upload content about tourism virtual tours in Indonesia, especially tourism in East Nusa Tenggara Province. Other YouTube channels can be used to display content on programs carried out by the Indonesian Ministry of Tourism and Creative Economy, such as webinars, tourism news and education.

The second problem is that the Indonesian Ministry of Tourism and Creative Economy is still less active in promoting the existence of the wonderful Indonesia virtual tour video, such as promoting on other social media such as Instagram. In fact, if we are the Indonesian Ministry of Tourism and Creative Economy, we have an official Instagram account with 921k followers.



Figure 3. The official Instagram account of the Indonesian Ministry of Tourism and Creative Economy

This is of course very ironic, considering that the number of followers owned by the official Instagram account of the Ministry of Tourism and Creative Economy of Indonesia is quite large but cannot be maximized properly in promoting the existence of a virtual tour of wonderful Indonesia in Indonesia, especially tourism in the Province of East Nusa Tenggara. It's not wrong if the number of views and subscribers found on the wonderful Indonesia youtube channel has not experienced a significant development regarding the existence of existing virtual tour videos.

V. CONCLUSION

The Covid-19 pandemic has had a considerable impact on the development of tourism in Indonesia. Restrictions on large-scale activities for people in other parts of the world have resulted in potential tourists who want to travel, are forced to cancel all tourism activities. This phenomenon has made the Government of Indonesia through the Ministry of Tourism and

Creative Economy make a breakthrough by creating a virtual tour program. This virtual tour has been held 3 times through the youtube platform with the wonderful Indonesia channel and has given a pretty good response from the audience and netizens. This can be proven by comments from netizens feeling amazed at the content created and feeling amazed at the quality of the existing images.

However, the virtual tour program carried out by the Indonesian Ministry of Tourism and Creative Economy did not escape problems. The problem is that there is still a lack of views generated by the Indonesian YouTube channel videos because the Indonesian Ministry of Tourism and Creative Economy is less focused on developing its YouTube channel. In addition, the problem that occurs is the lack of promotional activities. In fact, if viewed from the Ministry of Tourism and Creative Economy, Indonesia is a large government institution that should be able to promote the virtual tour program that was created.

VI. SUGGESTION

Based on the conclusions, some suggestions can be given, including:

- 1) The virtual tour program through the Indonesian youtube channel, was developed again in a way that the government must focus on the existence of the wonderful Indonesia YouTube channel virtual tour that is owned. Because most people are more familiar with the slogan Wonderful Indonesia as a branding of Indonesian tourism compared to the slogan of Indonesian charm and the Ministry of Tourism and Creative Economy.
- 2) The government should use other social media platforms as promotional media. As is known, currently Kemenparekraf has an official Instagram account called Kemenparekraf with a total of 921k followers. The large number of followers is believed to be able to widely promote the virtual tour wonderful Indonesia program for the public and potential tourists.

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