

ABSTRACT

This thesis aims to find out how big the influence of Augmented reality technology that is used in several tourist attractions is. This is because Indonesia is a country that has a lot of tourist attractions and coupled with developments over time, it has had a big impact on the world of tourism in Indonesia.

This application will be developed as an application that can scan outdoor objects as a marker that will display 3D objects and later the application can also be used as a photo and can be used for videos which can be used by users to immortalize their moments.

The research results show that there is a positive relationship between Augmented reality technology and tourist behavior. Augmented reality technology can be used as a factor that can increase tourists' interest in visiting and can also improve the experience of visiting tourists.

Keywords: Augmented reality, Tourists, Tourist Attractions