

# **Pemberdayaan Masyarakat dan UMKM Mulyaharja melalui Virtual Tour 360°, AR, dan Pelatihan Digital Marketing Berbasis AI**

## **(Empowering the Mulyaharja Community and MSMEs through 360° Virtual Tour, Augmented Reality, and AI-Based Digital Marketing Training)**

**Muhammad Nasir<sup>\*</sup>, Medhanita Dewi Renanti, Aditya Wicaksono, Amata Fami, Nur Aziezh,  
Irma Rasita Gloria Barus, Sofiyanti Indriasari**

Sekolah Vokasi, IPB University, Bogor, Jawa Barat, Indonesia 16128

<sup>\*</sup>Penulis Korespondensi: m\_nasir@apps.ipb.ac.id

### **ABSTRAK**

Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memberdayakan masyarakat, pelaku UMKM, dan pengelola AEWOW Desa Wisata Mulyaharja melalui pengembangan teknologi imersif serta peningkatan kapasitas digital berbasis kecerdasan buatan. Program dilaksanakan melalui pengembangan Virtual Tour 360° dan Augmented Reality menggunakan metode Multimedia Development Life Cycle (MDLC), disertai sosialisasi, uji coba, serta pelatihan digital marketing berbasis AI. Hasil evaluasi menunjukkan bahwa media Virtual Tour 360° mendapat respons positif, di mana 76,7% peserta menyatakan aplikasi ini menarik, 83,3% merasa virtual tour memberikan gambaran lokasi yang lebih lengkap, dan 86,7% menilai aplikasi mudah digunakan. Selain itu, aspek pemberdayaan melalui pelatihan digital marketing AI menunjukkan peningkatan kapasitas yang signifikan: 84,8% peserta memahami strategi pemasaran digital, 90,4% menilai AI mempermudah proses promosi, dan 92,8% menyatakan pelatihan bermanfaat serta siap diterapkan untuk meningkatkan transaksi UMKM. Program ini menyimpulkan bahwa integrasi teknologi imersif dan pelatihan berbasis AI efektif dalam meningkatkan literasi digital, daya saing UMKM, serta daya tarik promosi Desa Wisata Mulyaharja.

Kata kunci: AI, augmented reality, digital marketing, virtual tour

### **ABSTRACT**

This community engagement program aims to empower local communities, MSME actors, and AEWOW managers in Mulyaharja Tourism Village through the development of immersive technologies and capacity building in AI-based digital marketing. The program implemented the development of a 360° Virtual Tour and Augmented Reality using the Multimedia Development Life Cycle (MDLC) method, accompanied by dissemination, user trials, and AI-driven digital marketing training. Evaluation results show strong positive responses toward the 360° Virtual Tour, with 76.7% of participants finding it engaging, 83.3% agreeing that it provides a more complete representation of the tourist location, and 86.7% stating that the application is easy to use. Furthermore, the empowerment outcomes of the AI digital marketing training were substantial: 84.8% of participants understood digital marketing strategies, 90.4% agreed that AI simplifies promotional processes, and 92.8% stated that the training is beneficial and ready to be applied to improve MSME transactions. The program concludes that integrating immersive technologies with AI-driven digital training effectively enhances digital literacy, strengthens MSME competitiveness, and improves the promotional appeal of Mulyaharja Tourism Village.

Keywords: AI, augmented reality, digital marketing, virtual tour