

Mobile Application Design History Tourism Bandung City

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Abstract

Bandung leaves many historic buildings, with 418 historic buildings protected under the local regulations of the City of Bandung. This can be evidence of the existence of culture and character possessed by the City of Bandung as a city that has high historical value and makes Bandung one of the historical tourism destinations. This attraction is what makes tourists arrive in the city of Bandung. Even one of them underlies the existence of activists or tourist communities who use historical themes in the city of Bandung. But the lack of historical information makes tourists who come to the city of Bandung not aware of the existence of historical values and historical tourism patterns in Bandung. The variety of tourist activities and historical tourism information as well as its historical value are interesting themes to be appointed as a source of ideas for designing historical tourism information designs in Bandung. This study uses a human centered design approach that begins with observing and interviewing, namely conducting interviews with tourists and the Bandung historical community about the knowledge and patterns of tourism or historical tour experiences in the city of Bandung. Then Ideation is the stage to produce alternative solutions that are raised to the target user that is making a media that can be a guide or tour guide with mobile media applications. Next prototyping is the stage of making a visual appearance of mobile applications and augmented reality technology compiled using elements of user experience Next to be tested, namely testing the target user of mobile applications with usability test. The results of the study are in the form of a mobile application design containing a guide or guide and additions to the tour experience with augmented reality technology for tourists who come to the historical attractions of the city of Bandung

Keywords: Mobile Applications, Augmented Reality, Historical Tour City Of Bandung, Human Centered Design

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INTRODUCTION

The development of tourism in the city of Bandung is supported by the many historical buildings, even Bandung is one of the cities with the most art deco architecture in the world (www.mind-rakyat.com). With so many buildings, this can be proof of the existence of the culture and character possessed by the City of Bandung as a city that has high historical value and has made it a historical tourism destination. Cultural heritage of the past that is valuable to be preserved for the benefit of future generations is in the form of material (tangible) such as cultural heritage buildings in the form of monuments, residential architecture and intangible in the form of various group or community attributes such as the way of life, folklore, norms and procedures. mark. According to the Regional Tourism Development Master Plan (RIPPDA) Bandung City has several potential



components of tourism products. The typology of potential tourist attractions for the City of Bandung in Table 1.

Tabel 1.1 Tipologi Potensi Daya Tarik wisata Kota Bandung

No	Jenis Daya Tarik
1	Wisata Peninggalan Sejarah
2	Wisata Belanja Kuliner
3	Wisata Pendidikan
4	Rekreasi Hiburan
5	MICE (<i>Meeting, incentive, Convention and Exhibition</i>)

Sumber: RIPPDA kota Bandung

There are many potential places that are used by the Tourism Office of the City of Bandung to attract tourists from outside Bandung, one of which is a tour of the historical heritage of the City of Bandung in the area of Jalan Asia Afrika.

Public perception of heritage buildings is important in an effort to instill awareness to participate actively in preserving historic heritage.

The importance of the value of these historical heritages can become something of high value and can become a cultural icon for their area besides this cultural heritage is very important as a source of knowledge and learning of local history in order to build national character and foster a sense of love for historical buildings or historical sites. . After conducting observations and interviews, several facts were found as follows:

1. Tourism experience activities and information about the history of the city of Bandung are unknown to tourists in Bandung. It was even found that there were people or tourists who were not aware of historical heritage tourism programs in the city of Bandung such as the Bandros (Bandung Tour on Bus) program.
2. Tourism experience historical tourism activities for the City of Bandung by participating in community activities and tourism facilities for the Bandung City Tourism Office, tourists do not get a clear picture in the form of visuals regarding comparisons of past and present historical tours, only get verbal information or stories from historical tour guides for the City of Bandung.
3. Efforts in historical tourism activities are felt to be lacking in terms of time allocation and ways to learn historical values in tourism experience activities. This then causes tourists to feel they do not understand and do not know the historical value of the city of Bandung. Ridwan Hutagalung continued as the manager and coach of the historical community in Bandung, namely Aleut, who revealed that the most difficult thing in tourism activities is to motivate learning in historical tourism.

The majority of Bandung tourists are tourists aged 17-38 years which is the age category of the millennial generation and is dominated by tourists who are

students aged 19-24 years. Indonesia's millennial population is estimated at 83 million (Ali, 2017). Alvara's survey shows that 59.9 million millennials access the internet via gadgets. but only a few people, tourists or the public access

historical tourism and know the history of the city of Bandung. According to the AJPII survey, the services accessed by most internet users in 2017 were chatting 89.35%, then social media 87.13% and search engines 74.84% followed by viewing and uploading pictures and videos then opening articles.

Responding to these data and facts, attractive, interactive and modern learning is needed to convey information about the history of Bandung and historical tourism in the city of Bandung which is more interesting. An information design in the form of digital media mobile applications on smartphones added with augmented reality technology is expected to be an alternative new media to provide additional tourism experience to information on the history of the city of Bandung. The ability of smartphones that have many features, are lightweight, mobile and can access many services, makes this generation inseparable from smartphones. To run these services a smartphone must be equipped with a mobile application, By using a mobile application you can visually easily add information in the form of images by comparing old and present photos and can add information on tourism experience activities by mapping or mapping tourist attractions that contain historical value in them, which is expected to be a guide or guide for tourists. By utilizing the capabilities of the mobile application, it can be filled with various media formats (images, audio, video, animation) as well as augmented reality technology, which is expected to be an alternative media to help guides or the historical community of the city of Bandung introduce the history of Bandung through a mobile application that contains information or visuals. history of the city of Bandung to tourists,

RESEARCH METHOD

This research is a mobile application design that departs from the needs of tourists to increase knowledge about history and historical heritage tourism in the city of Bandung. More specifically on the tour experience aspect of tourists who come to the city of Bandung to enjoy historical tours of the heritage of the city of Bandung. The method used to design the application is using Human-Centered Design which consists of observation, idea generation, prototyping and testing stages based on Norman (2013) and IDEO.org (2012). In addition, at the prototyping design stage, the element of user experience theory from Jesse James Garrett (2011) is used as the basic concept of designing applications and application prototypes at this stage, namely the Strategy plane, Scope plane, Structure plane, Skeleton plane and Surface Layer.

RESEARCH RESULTS AND DISCUSSION

Verification and profile page

On the verification and profile pages are pages for user biodata so that users can find out each other's whereabouts, background and a small picture of the user.

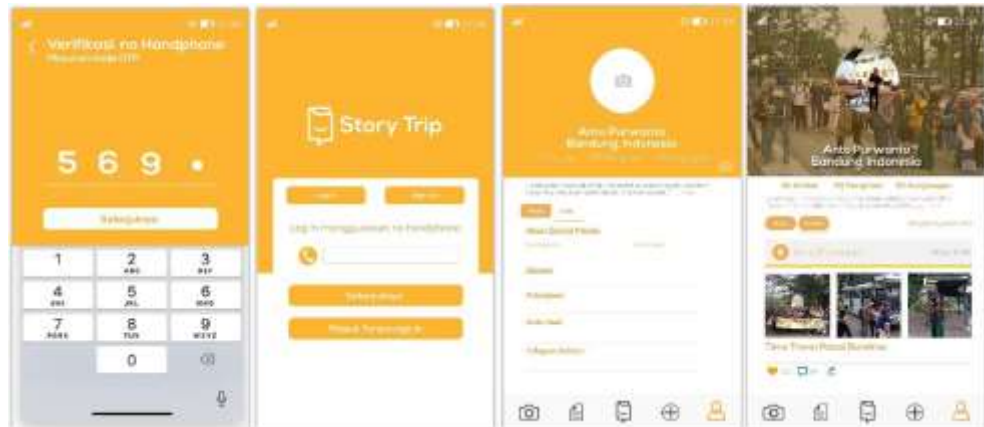


Image Display Login and Profile on the Application

1. Article posting page

The article posting page is a page that contains information about the user's journey on the trip or tour visited. On this page users can share stories about their travels.

Image Display of the post article page on the application



2. Application main page

The main page of the application is to provide travel options. This is a page for users to choose their own way of traveling (customize tourism). Users can choose how they travel with whom they travel or directly see the closest historical tourism mapping with the help of a map. In this feature tourists or users can choose content from the application, namely:

- a. Travel individually or privately.
- b. Travel in groups.
- c. Travel by directly seeing the closest location of the user.
- d. Choose historical tourism recommendations



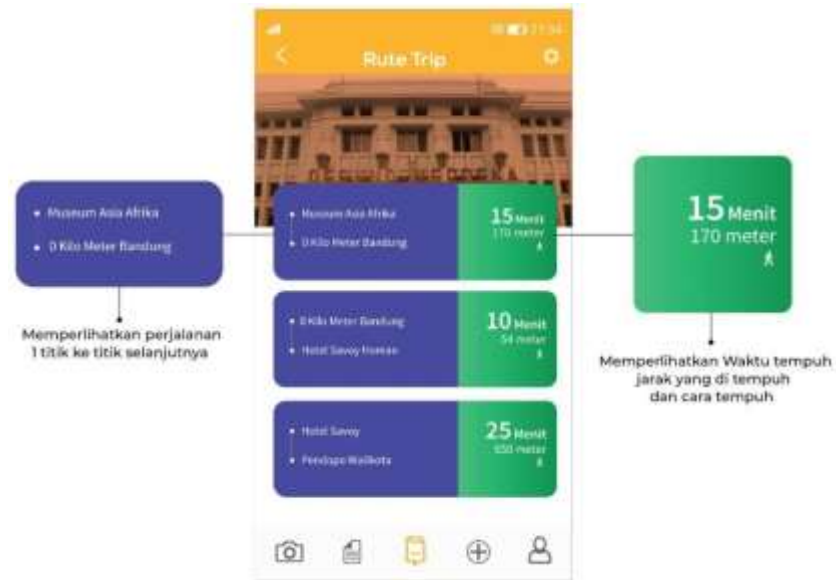
Image Display of the main page of travel options in the application

3. Individual or personalized travel pages

Individual travel pages in this application function as guides or guides that make it easy for tourists to directly choose the historical tours they want to visit. This feature also includes a private tour feature. tourist activities that are sponsored or engaged with the government and third parties. This feature is also a feature made for efforts so that tourists continue to increase visits to historical tourism so that they can participate in tourist activities on a larger scale.



Image Display individual tours on the application



4. Image Display of distance and time information on the application
 4. Tour group travel page

This group tour page will provide information about group tours. In this feature, tourists will be provided with schedule information made by managers or super users to provide trips or tourist trajectories so that tourists only have to choose the time and willingness to take part in the trip. This feature also allows tourists to know each other and get to know each other with other tourists.

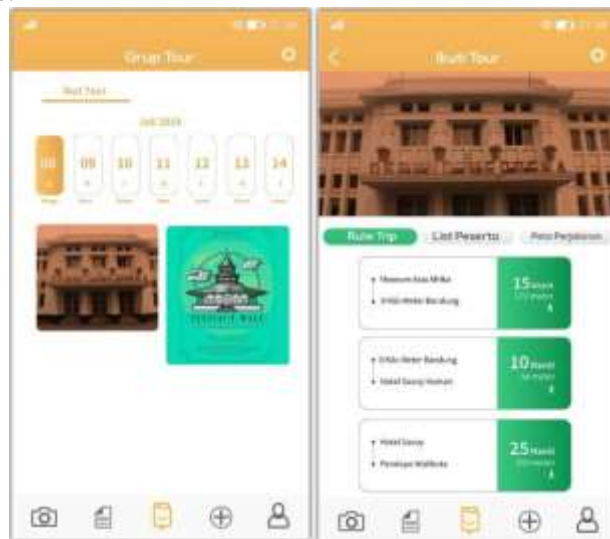


Image Display tour application tour group

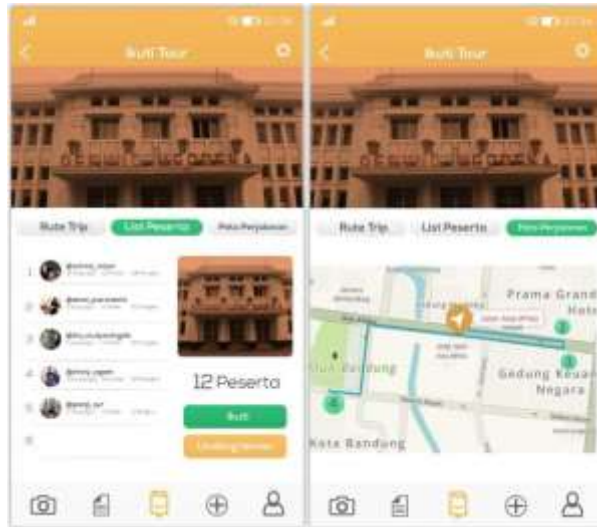


Image Display tour application tour group, the number of participants and the tour trajectory

5. Augmented reality information page

Features by utilizing augmented reality technology are features for tourists or users to be able to find out in real time the information that is in a historical building in the city of Bandung. Then this information is packaged in infographics that provide a visual picture and developments from time to time. With the help of augmented reality technology

Image Information display of augmented reality



6. Superuser feature

Also in this application there is a feature to create travel routes. In making travel routes, this is a feature to help activists or tour guides create their own tours so that they can add various types of visit options. This feature can later be selected and followed by tourists or users who enter the application.

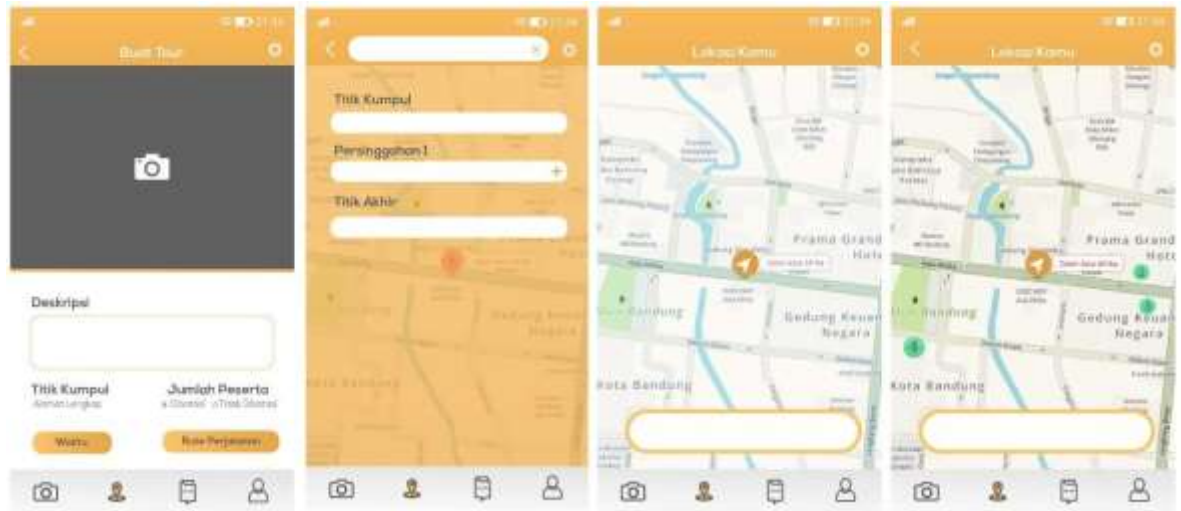


Image Display of application route creation

7. App notification display

The notification feature or notification in the application is a feature that helps and provides information in real time to the user to provide information in the form of referrals or other prohibitions.



Figure 4.15 Appearance of notifications on the application

CONCLUSION

Bandung's tourism potential to date is a long historical process of city development and development and events that occurred in the past are what make Bandung what it is today. Starting from the construction of Jalan Raya Pos as the main road during the Dutch administration to becoming the capital city of Batavia and important international events such as the Asian-African Conference and the process of the journey to independence. Historical relics and historical events that occurred in Bandung are the main attraction that attracts tourists to come and the emergence of historical movements or activists to know the history of Bandung more broadly.

It can be said that most of the tourist activities in Bandung are historical points in the city of Bandung such as the Asian-African region, Gedung Sate, monuments of struggle and others. With so many historical tourist points, there are various kinds of tourism patterns carried out by tourists, including the emergence of historical

tourism communities. Therefore, a review of tourism patterns, tourist trajectories and incoming tourists is the topic of this research

The results of the search are used as a reference for the content for making story trip applications that are conveyed in the design. The choice of smartphone application media is due to its ability to accommodate information in various formats such as images, photos, videos, animations, music and can even be combined with augmented reality technology and can be accessed and carried by tourists when visiting historical sights.

The appearance of the application is adjusted to the target user who is provided with information about travel patterns and how to travel presented in the application. The application that is given the name "story trip" consists of five main features. Historical information, how to travel, mapping tourist locations and sharing stories in traveling and incorporating augmented reality technology to access historical information in historical tourism in the city of Bandung.

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