

ABSTRAK

Penelitian ini mengkaji perkembangan strategi *Cyber Tourism* di kawasan ASEAN dengan fokus pada implementasi teknologi *Virtual Reality* (VR) di Museum Nasional Jakarta dan Muzium Negara Kuala Lumpur selama periode 2019–2022. Strategi ini menjadi respons terhadap tantangan globalisasi dan dampak pandemi COVID-19 yang menurunkan angka kunjungan wisatawan mancanegara secara drastis. Dengan pendekatan deskriptif-kualitatif, penelitian ini menganalisis bagaimana diplomasi digital dalam sektor pariwisata dijalankan oleh Indonesia dan Malaysia melalui pemanfaatan teknologi imersif untuk promosi destinasi budaya.

Hasil penelitian menunjukkan bahwa penggunaan VR secara signifikan meningkatkan daya tarik destinasi wisata, memperkuat *nation branding*, serta mempererat kerja sama bilateral Indonesia-Malaysia di sektor pariwisata. Implementasi VR/AR di ruang imersif museum menciptakan pengalaman wisata interaktif yang relevan dengan kebutuhan generasi digital. Meski menghadapi tantangan seperti keterbatasan infrastruktur, biaya tinggi, dan literasi teknologi yang belum merata, strategi ini berhasil menjadi inovasi dalam pemulihan sektor pariwisata. Penelitian ini merekomendasikan penguatan infrastruktur digital, pelatihan SDM, serta pengembangan konten budaya multibahasa yang akurat sebagai upaya mendorong transformasi digital pariwisata yang inklusif dan berkelanjutan.

Kata Kunci: *Cyber Tourism*, *Virtual Reality*, Organisasi Internasional, Museum Nasional Jakarta, dan Muzium Negara Kuala Lumpur.

ABSTRACT

This study explores the development of Cyber Tourism strategies within the ASEAN region, focusing on the implementation of Virtual Reality (VR) technology at the National Museum of Indonesia in Jakarta and the National Museum of Malaysia (Muzium Negara) in Kuala Lumpur during the 2019–2022 period. The strategy emerged as a response to the challenges of globalization and the impact of the COVID-19 pandemic, which drastically reduced international tourist arrivals. Using a descriptive-qualitative approach, this research analyzes how digital diplomacy in the tourism sector is carried out by Indonesia and Malaysia through the use of immersive technology to promote cultural destinations.

The findings reveal that the use of VR significantly enhances the attractiveness of tourist destinations, strengthens nation branding, and fosters bilateral cooperation between Indonesia and Malaysia in the tourism sector. The implementation of VR/AR in museum immersive spaces creates interactive tourism experiences that align with the needs of the digital generation. Despite challenges such as limited infrastructure, high costs, and uneven digital literacy, this strategy has proven to be an innovative tool for tourism recovery. The study recommends strengthening digital infrastructure, providing human resource training, and developing accurate multilingual cultural content as efforts to promote an inclusive and sustainable digital tourism transformation.

Keywords: Cyber Tourism, Virtual Reality, International Organization, National Museum of Indonesia, and National Museum of Malaysia.