

IMPLEMENTATION OF AUGMENTED REALITY TECHNOLOGY TO IMPROVE MARKETING OF JEPARA FURNITURE PRODUCTS

FARHAN WIDYANA MUKTI

*Informatics Study Program, Faculty of Science & Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail : farhanwidyanamukti1504@gmail.com*

ABSTRACT

Jepara Regency is known as one of the furniture production centers in Indonesia thanks to its unique wooden crafts. Many furniture industries in this area have adopted marketing strategies through catalogs as a promotional medium. But with the rapid popularity of smartphone use, the choice of social media as a promotional tool for furniture products is also increasing. This has resulted in promotions through catalogs and social media becoming commonplace and less immersive. Catalogs and social media have limitations in conveying product design information for selecting furniture products which require design considerations according to room suitability and customer preferences. With the emerging problem of suitable media to increase the immersiveness of furniture product promotion, innovation is needed in product visualization. The proposed solution is to use Augmented Reality (AR) technology in promotional media. Augmented Reality (AR) is a technology that combines digital information with the user's environment in real-time. In this research, a furniture promotion application was developed which we call "ARmento", which allows users to view 3D objects from furniture products without requiring a marker or is called Android-based markerless. It is hoped that the "ARmento" application can increase the immersive experience to increase interest in purchasing furniture products, make it easier for people to find products, and help the furniture industry in promoting their products.

Keywords: *Android, Augmented Reality, Innovation, Furniture, Markerless*