

## **ABSTRACT**

*The existence of online stores as a sales platform is considered very important in increasing profits, especially with the development of augmented reality (AR) technology that can enrich the promotion process. The purpose of this research is to develop an Android application that shows shoe products in three-dimensional format using AR technology. Research data is obtained through observations of consumer behavior in online shopping and the application of AR technology. The method used in this research is Multimedia Development Life Cycle (MDLC). This AR application was created using Unity 3D and can be accessed on the Android platform using markerless technology, which allows users to use real-world objects as markers without the need for additional devices, thus increasing the flexibility of using the application and ensuring high performance and responsiveness. The results of User Acceptance Testing (UAT) show an average value of 87.19%, with a category of "very good", so it can be concluded that this AR application has excellent potential to support online sales promotion efforts.*

**KEYWORDS:** *augmented reality, unity, multimedia development life cycle, markerless, promotional media.*