

Utilization of Mobile-Based Augmented Reality Technology to Improve Home Property Marketing

SHALLY NUURILHUDA KAHFI

*Informatics Study Program, Faculty of Science & Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman
YogyakartaE-mail :
shally01310@gmail.com*

ABSTRACT

A good understanding of potential buyers needs to be carried out by housing developers' marketing parties so that the products sold are in accordance with customer needs and customers can be more confident in owning the housing products offered. This application system can provide detailed product descriptions and even visualize 3D object models of home products just by using smartphone technology. The method in this augmented reality application system is markerless or based on special markers for displaying objects. How to operate the application can be done by selecting the house model menu to determine the product you want to represent, then selecting the scan menu to detect a special marker in 2D form to trigger a 3D object to appear on the surface of the marker. Using this technology is considered more effective because it is able to display products more concisely. Apart from that, this home product education is considered more efficient because customers can interact independently without being accompanied by the seller on duty.

Keywords: *Augmented Reality, Android, Markerless, Home*