

AUGMENTED REALITY APPLICATION RECOGNITION OF CAT IDENTITY IN CAT CAFFE SHOP VIA ANDROID BASED QR CODE NECKLACE

(Case Study : D'Meow Caffe Cat, Jl. Magelang No.RT 06, RW.12, Rogoyudan, Sinduadi, Kec. Mlati, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55241)

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ABSTRACT

Caffe Cat is one of the business innovations operating in the commercial sector, referring to developments in a very passive era with the existence of cafe innovations which have a big stake in the competitiveness of the cafe business itself. The establishment of cafe cat is a breakthrough innovation in providing a competitive edge that is different from cafes in general. The concept of a cafe surrounded by various types of cats is expected to provide a different experience to customers, especially cat lovers. By referring to the innovation breakthrough, an idea was put forward to implement Augmented Reality technology in the visitor experience when playing with the cats in the cat cafe. D'Meow Caffe Cat is the author's application implementation goal, which creates an augmented reality-based application to enhance visitors' experience when playing with cats. Because there are no identification tags for the cats in D'Meow Caffe Cat, sometimes visitors have to ask the cafe keeper to find out the names of the cats in the cafe. Therefore, implementing augmented reality technology as a tool to help recognize cat names in cat cafes, by utilizing Unity 3D software, Vuforia SDK to create an augmented reality-based application which aims to help recognize cat names using an augmented reality-based method. marker that uses a QR Code as a trigger to display a cat description which includes the cat's name, cat type, cat's age, and cat's gender. The implementation of this research will be implemented in the form of an augmented reality-based Android application.

Keywords: Android, Augmented Reality, Caffe Cat, Unity 3D, Vuforia, Marker Based.