

# ***IMPLEMENTATION OF ANDROID AND IOS BASED AUGMENTED REALITY AS PROMOTIONAL MEDIA IN THE WIDORO KANDANG BERKAH PEMALANG FURNITURE FURNITURE SHOP***

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## ***ABSTRACT***

*Technological developments in all fields are very rapid, even now we are faced with the phenomenon of Industrial Revolution 4.0, namely the use of information technology. The impact of the Industrial Revolution 4.0 phenomenon is felt by various sectors, including the Widoro Kandang Berkah Pemalang Furniture Store. The obstacle experienced by the Furniture Store is the decline in store income because promotional activities for furniture products still use catalogues, brochures and magazines that display products in two-dimensional form for economic reasons, resulting in consumers being less interested because they cannot see the overall condition of the product and requiring consumers to come to shop. To be able to adapt, increase shop revenue turnover and survive in the face of the Industrial Revolution 4.0 phenomenon, the Widoro Kandang Berkah Pemalang Furniture Shop is trying to apply Augmented Reality (AR) technology as a more interactive and innovative marketing tool. This is a solution to the problems faced by the Widoro Kandang Berkah Pemalang Furniture Store. In this research, the author created a promotional media application with Augmented Reality technology and marker books to display products in three dimensions so that it is hoped that consumers will be interested in seeing the product and interested in buying so that shop turnover will rise again.*

***Keywords:*** *Augmented Reality, Marker Based Tracking, Android, Promotion, Furniture*