UTILIZATION OF AUGMENTED REALITY APPLICATIONS AS AN ANDROID BASED PROMOTION MEDIA
(Case Study of H AHMADI FURNITURE SHOP)

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ABSTRACT

H Ahmadi Furniture Shop is a furniture shop in Bendungan, Wates, Kulon Progo, Yogyakarta, which sells various home furnishings such as chairs, cupboards, tables, sofas and beds to suit household interiors. Current developments have increased the need for furniture because apart from being useful for meeting daily needs, it can also be used as home decoration. Currently, sales at the H Ahmadi furniture shop still use conventional methods, namely buyers come to the shop and sometimes buyers are not satisfied with the size, shape and color when placed at home. This can cause buyer dissatisfaction and is considered less effective. For this reason, sales media needs to be developed by utilizing developments in Augmented Reality (AR) technology which can help buyers to view furniture via smartphone effectively without having to go around before deciding on the choice of furniture, buyers only need to run an application that can display visualizations of 3D furniture objects in the form of chairs, wardrobe, table, sofa and bed. That way, buyers will be interested and try to visualize 3D furniture objects in the application. This application uses the Vuforia library which can store marker data and enter it into Unity to display 3D objects in a real environment via an Android smartphone. This application has a scan marker feature to display 3D objects that can rotate, and there is a furniture simulation to see more details of the product.

Keywords: *Furniture, Technology, 3D Objects, Augmented Reality, Android.*