

JEPARA TOURISM OBJECT PROMOTION DESIGN USING ANDROID BASED AUGMENTED REALITY

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ABSTRACT

Jepara Regency is one area that is rich in tourist attractions. The Jepara tourism sector is one of the economic sources that has become the mainstay and priority of this Jepara region. By introducing tourist objects to tourists who want to visit them, tourists will get to know them better and have the desire to visit them. Augmented reality is a technology for imaging virtual objects into the real world through a camera connected to a computer. Marker based augmented reality is AR by relying on the pattern captured by the camera as a trigger to start imaging virtual objects. Submission of information about tourist objects in Jepara Regency is only limited to catalogs and pictures on social media, which means that not all tourists get information easily. On the other hand, many tourist objects are relatively new and have not been exposed to tourists. Utilization of marker-based AR, the promotion of Jepara tourism objects can be visualized clearly and become an effective introduction and information. This Android-based application was built using the C# programming language. This application can be run on a minimum of Android version 8 or Oreo. The resulting application can be used as a tourist attraction promotion with visual emphasis using augmented reality technology.

Keywords: Attractions, Markerbased, Augmented Reality, Android.