

IMPLEMENTATION OF AUGMENTED REALITY APPLICATIONS AS PROMOTIONAL MEDIA FOR RATTAN FURNITURE (Case Study: Karvala Rattan)

MUHAMMAD NURJAMAN

*Informatics Study Program, Faculty of Science & Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail : mmurjaman035@gmail.com*

ABSTRACT

Rattan furniture is a leading creative industry in Indonesia, but product marketing still uses traditional methods. At exhibitions, 2D catalogs and limited samples make it difficult for potential buyers to see product details that are not displayed. To overcome this problem, it is necessary to develop an application for promotion based on Augmented Reality (AR) which displays products in 3D form directly. This application was created using Unity and Vuforia SDK, with Unified Modeling Language (UML) modeling. Testing was carried out using the black box testing and analysis method using the Mobile Augmented Reality Acceptance Model (MARAM). Test results show the application functions well and meets the specified standards. This research also explores user acceptance of AR applications through the MARAM framework. The analysis shows that the independent variable in MARAM makes a significant contribution to the dependent variable, with a contribution percentage between 26.4% and 80.3%. These findings provide important insight into the influencing factors, namely perceived ease of use, usefulness, attitudes and user intentions in integrating AR for rattan product selection.

Keywords: Rattan Furniture, Augmented Reality Technology, Unified Modeling Language UML, Mobile Augmented Reality Acceptance Model (MARAM)