

# **ANDROID BASED AUGMENTED REALITY APPLICATION FOR CLOTHING CATALOG**

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## **ABSTRACT**

*Current technological developments are developing very quickly along with the progress of the times. Many people, especially teenagers, dress according to fashion trends. This makes competition in the clothing catalog industry even tighter. Many industries require information technology innovation, including products offered to customers to attract their attention. In general, the catalog industry creates product advertisements using posters, photos or videos. However, this is less interactive and interesting as a promotional media idea in the current digital era. One technology that can solve this problem is Augmented Reality (AR), which combines virtual objects with the real world environment captured by the camera so that it seems as if the virtual object is integrated with the environment as in the real world. By using the Mobile Augmented Reality (AR) application and with the help of a smartphone, we can see virtual objects in the clothing catalog on the smartphone as if they look real. Additionally, users can try on clothes virtually over their own images, which gives them a better understanding of how the clothes will look when worn. So it can create a more interactive and interesting shopping experience.*

**Keywords:** *Augmented Reality, Application, Android, Clothes Catalog*