

**USE OF AUGMENTED REALITY TECHNOLOGY AS A MEDIA FOR CAR
TYPE RECOGNITION IN SHOWROOM
(PT.NASMOCO BANTUL)**

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ABSTRACT

The large number of complaints regarding the efficiency of time and distance to view and obtain information regarding the goods you want to buy is a common problem among consumers. Especially when consumers want to buy a car, consumers have to take the time to go to the showroom before making sure they buy the product they want. To overcome problems that often occur, an Augmented Reality (AR) based application was created which functions to promote and introduce various types of cars. Augmented reality (AR) is a 3D-based technology that will create space for consumers to see various types of cars. The method used in this research is Marker Based. The design of this application begins by collecting car model data in the form of 3D assets which will be developed using Unity software. This application is expected to help consumers to access various car models in detail without having to take the time to visit a showroom. This application has been proven successful in displaying 3D car objects graphically and is equipped with voice explanations. Based on testing on mobile devices, 95% results were obtained for successful application functionality. This application has been successfully implemented and functions Augmented Reality (AR) technology well.

Keywords: Augmented Reality, Applications, Cars and Models