

# **IMPLEMENTATION OF AUGMENTED REALITY TECHNOLOGY IN AN JATI JEPARA FURNITURE ANDROID-BASED CATALOG**

**MUHAMMAD NAUFAL ALFA'IZ MUSTHOFA**

*Informatics Study Program, Faculty of Science & Technology*

*University of Technology Yogyakarta*

*Jl. Ringroad Utara Jombor Sleman Yogyakarta*

*E-mail : [nofalfai11@gmail.com](mailto:nofalfai11@gmail.com)*

## **ABSTRACT**

*Jepara is a regency located in Central Java Province, Indonesia, and is known as the center of the largest wooden furniture industry in Indonesia, even in the world. Therefore, Jepara got the nickname as "The World Carving Center" or World Carving City. The growth of furniture business in Jepara continues to increase every year, but there is no furniture entrepreneur in Jepara who utilizes Augmented Reality (AR) technology to promote their products. This makes the promotional media for furniture product catalogs look less attractive. Generally, products are marketed through 2D catalogs that lack detail so that potential buyers find it difficult to understand the overall shape of the product. This research will use AR technology in the furniture catalog application to display furniture products from craftsmen in 3D form and process craftsman data which can then be connected between customers and craftsmen. Craftsmen who want to showcase new products in the app must contact the admin to create a 3D model first. To use furniture 3D models in this AR furniture catalog application, this model is created using Blender software. This AR furniture catalog application uses the marker-based-tracking method. The resulting application will display a list of furniture stores located in Jepara with high ratings, as well as provide complete information about each store. With this application, furniture ordering activities become more interesting and interactive.*

**Keywords :** *Augmented Reality, catalog, furniture, 3D models*