

***APPLICATION OF ANDROID-BASED AUGMENTED REALITY
TECHNOLOGY IN RATTAN CRAFT PRODUCTS IN KOTABARU,
YOGYAKARTA (Case Study: Sabda Rattan Furniture & Crafts Shop,
Gondokusuman District)***

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ABSTRACT

Sabda Rattan Furniture & Crafts is a furniture shop that sells various rattan and bamboo craft products. The shop operates in the rattan craft and furniture industry. The shop is located at Jl. Ahmad Jazuli No.21, Kotabaru, Gondokusuman District, Yogyakarta City, Yogyakarta Special Region. The development of increasingly sophisticated technology has made competition in the rattan craft business increasingly fierce, especially competition in promoting products. The promotional media used by the Sabda rattan furniture & crafts shop is still in the form of paper containing images of rattan craft products in 2 dimensions so it is less interactive and interesting. Based on these problems, this research builds a new promotional media using augmented reality technology. This technology can display models of rattan craft products in 3 dimensions using Android. The final result of this research is an application that can display rattan craft models in 3 dimensions by scanning markers or without markers with the help of an Android smartphone.

Keywords: Rattan, Augmented Reality, Marker, Promotion, Android