

# **AUGMENTED REALITY APPLICATION ON ANDROID-BASED CAR SALES BROCHURE**

**(Case Study: PT. Borobudur Oto Mobil)**

**AGUNG ADITYA SUHENDRA**

*Informatics Study Program, Faculty of Science & Technology  
University of Technology Yogyakarta  
Jl. Ringroad Utara Jombor Sleman Yogyakarta  
E-mail : [agungaditya967@gmail.com](mailto:agungaditya967@gmail.com)*

## **ABSTRACT**

*PT Borobudur Oto Mobil, which operates in the product or service sector, requires advertising media to inform the types of products or services offered. One of the advertising media is brochures as a car promotional media so that customers can get detailed information about cars. However, brochure media still has shortcomings, namely that customers cannot see the shape of the car, customers have to come to the dealer directly to see the shape of the car on offer. This research designs an Android-based application using augmented reality technology to be able to display the 3D shape of a car using brochure media. Augmented reality is a technology that combines two-dimensional and three-dimensional virtual objects into a real three-dimensional environment and then projects these virtual objects in real time. This research will apply augmented reality technology to Android-based car brochures. The brochure will have a marker that functions as a marker so that the 3D object that has been created will appear above the marker placed on the brochure. By using augmented reality technology, customers can immediately see the 3D shape of the cars on offer and help employees in promoting Mitsubishi Xpander and Pajero car products.*

*Keywords: Mitsubishi, Xpander, Pajero, Augmented Reality, 3D, brochure.*

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