

# **IMPLEMENTATION OF AUGMENTED REALITY AS A PROMOTIONAL MEDIA IN ANDROID BASED FURNITURE CATALOGS**

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## **ABSTRACT**

*In this era of increasingly developing technology, the use of technology is very useful for business people, especially in the furniture product business. Promotional activities in business are very important to increase sales of furniture products. Catalogs are one of the promotional media that contain information about a product. Catalog promotional media presented in the form of print media is very commonly used to describe furniture products that are less attractive to consumers. The current technology that can be used in promotional media is augmented reality. Augmented reality is a technology that combines the real world and the virtual world. In this research, augmented reality technology is applied using the markerless method in a furniture catalog by displaying a visualization of furniture products in 3D on a smartphone. The aim of this research is to develop an application that utilizes augmented reality technology. The development resulting from the implementation of augmented reality as a promotional media in this Android-based furniture catalog is an interactive media that displays visualizations of 3-dimensional furniture objects which can later help consumers in choosing furniture products in order to increase consumer interest and enthusiasm so that sales of furniture products can increase*

*Keywords: Furniture, Augmented Reality, Catalog, 3D.*