IMPLEMENTATION OF AUGMENTED REALITY TECHNOLOGY IN ANDROID-BASED FASHION PROMOTION MEDIA

FARIZ WAHYU KUNCOROJATI

Informatics Study Program, Faculty of Science & Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail : farizwahyu60@gmail.com

ABSTRACT

Fashion is a primary need for society, especially teenagers. One way to look attractive is to wear clothes that follow trends. Many clothing stores compete with certain promotional methods. There are many strategies used to promote fashion products, one of which is through catalogues. Looking at fashion catalogs presented in print media may be commonly used in shops to describe fashion products to consumers. The aim of this research is to produce an application that can be used to find out product models in detail by utilizing augmented reality technology. The observation method was carried out by collecting fashion product data from several fashion stores such as Erigo Store and Uniqlo CO. The literature study method is carried out by collecting data from various journals and papers from Google Scholar. With an Android-based application system using augmented reality technology as a promotional media for fashion sales, it can make it easier for shops to promote fashion products and make it easier for potential buyers to determine models and motifs and see the 3-dimensional shape of fashion products without having to go to the shop. From the results of the black box testing that has been carried out, the fashion catalog application using augmented reality is free from functional errors and is able to display all 3D objects of fashion products that have been stored in the Vuforia database.

Keywords: Android, Augmented Reality, Fashion, Catalog, 3D