

## ABSTRACT

*Traffic signs are one of several road equipment consisting of letters, numbers, symbols, sentences or a combination of which serve for warnings, restrictions, orders and instructions for road users. Some commonly used methods to increase understanding of Traffic Signs have been carried out by related parties including counseling in schools and in the general public. But the method used has a less interactive and attractive appearance, and is not practical to carry anywhere. This study provides a solution to these problems by utilizing smartphones and Augmented Reality (AR) technology. Smartphone has now become one of the needs that can't be separated from human life, where almost everyone and even children can operate it. In addition, AR technology has also been widely used as a learning medium, one of which is as an introduction to traffic signs. Through the ability of AR in combining the real world and the virtual world at one time, the application of AR produced by this study was able to increase people's understanding of traffic signs by being more interactive, interesting and practical. So the method of learning media in the form of interactive games. In making this application, Unity3D and Vuforia Makerles software are needed for the development of Augmented Reality and Blender software is needed to create 3D animated objects. And in this application there is a kind of question in the form of an interesting quiz to be able to better understand and memorize the Signs.*

*Keywords: Augmented Reality, 3D, Methods, Interactive Games, Learning Media, Quizzes, Android, Traffic Signs.*