

## ABSTRACT

*A navigation is important in a store, in order to make it easier for buyers / customers to find the location of the goods to be purchased, and not to spend much time for buyers / customers. But if it is done by asking the store employees, it can be said to be ineffective, because the time can be used for other activities that can increase work productivity and for buyers / customers can spend long time to looking for a store employee.*

*DiRoom Navigation is a navigation system based on Augmented Reality (AR). The workflow of this system, the user can perform a scan to a predefined marker and has been placed in strategic locations at the store. After scanning the marker then will appear the direction of navigation of the location of goods to be purchased. So buyers / customers do not need to surround the store or ask store employees who do not necessarily know it and sometimes provide confusing instructions. The user interface in this application is easy to use because it is simple and easy to understand. This app can be used by anyone, as long as the smartphone used has installed the DiRoom Navigation app.*

**Keyword** : Navigation, Store, Augmented Reality, Marker, Smartphone.