

## ABSTRACT

*Technological developments go very fast, lots of new technologies are created and developed to help and simplify one's work. As well as technological developments in the field of multimedia known as Augmented Reality, Augmented Reality Technology is still relatively new in Indonesia and still a little applying to everyday activities. In the city of Bandung there is a place that is given the nickname Bandung creative district, Bandung creative district is a gathering place for young creative industry activists in the city of Bandung. In the area of Bandung creative district there are some shortcomings that one of them many make visitors who come confusion and have to ask the people around to get information, in because there is no source of information explaining about the area they visit.*

*Raising the problem in Bandung creative district, I have an idea to create an interactive information panel that aims as a navigation system in which there is Augmented Reality technology. I am sure that in this modern era many people have used Android smartphones, with smartphone users just looking at the information panel and scanning markers to get the instructions and information they need in real time and interactive.*

*Based on the results of the testing and analysis that has been done on the application, this application can be a navigation in Bandung creative district using Augmented Reality technology. And make an information panel become more attractive and attractive because it can display 3D objects when using the application in the information panel. Applications can run well on smartphones with minimum specifications Android 4.1 Jelly Bean with a minimum camera resolution of 5MP, with optimal distance when scanning markers on the information panel 25cm to 80cm with delay 0.87 seconds.*

**Keywords:** *Augmented Reality, Smartphone, Marker*