

## ABSTRACT

Utilization of Augmented Reality in Virtual Make Up Trial Applications In the current era of modernization, especially teenagers to adults aged 15 to 40 years, using make up is a natural thing. Among teenagers and adults using makeup is a daily necessity to increase self-confidence. For women the use of makeup is very important to support the appearance when doing daily activities and make a fresh face. With the rapid development of information technology also supports the development of makeup from era to age among women and the use of make up has existed 5000 years ago. Along with the times, technological advances can give someone advice on various types of information in doing something. Now with the development of technology, it is possible to have an Augmented Reality Application Virtual make up trial that is implemented on social media Instagram that provides facial recognition features along with the recognition of makeup colors that match the skin tone of Augmented Reality Users Make up . This Augmented Reality Make up application is useful to make it easier for women to choose the color of makeup, such as matching the color of the foundation, lipstick, blush, and eye shadow to the color of the facial skin, so when someone wants to buy makeup he only uses the AR Make up application to help him choose the color of makeup so he doesn't need to buy all the colors he doesn't need.

**Keywords:** women, make up, Augmented Reality.