

Abstract

Augmented Reality (AR) is a technology that combines two-dimensional or three-dimensional virtual objects into a real environment, then projects these virtual objects into real time in the form of applications. This study aims to help housing developers Nagrak Hill, located in Sukabumi, to market their products using the AR application as a development of their promotional media. The promotion system they use today still relies on the performance of sales, markets and brochures as its main promotional media. The AR application used by Nagrak Hill uses the target image / marker as a trigger to bring up 3D home objects above the marker. Application testing uses the UAT (User Acceptance Test) method which is tested directly by the Marketing Manager of Nagrak Hill Housing. The test results of the UAT test assessment with UI variables, 3D models, features, efficiency, the percentage obtained is 90%, which means the application can be applied as a means of digital promotion media. This AR application can be operated on the Android operating system and the AR application also features a zoom and scale feature on 3D home objects to help prospective buyers see the shape of the house building in detail. The presence of the AR application is expected to increase the chances of potential buyer interest in Nagrak Hill housing.

Keyword: augmented reality, 3D, media promotion, residence Nagrak Hill.