

Abstract

Augmented Reality (AR) is a technology that combines virtual objects in the form of two dimensions or three dimensions into a real environment, then projects these virtual objects into real time. This research aims to help housing developers Podomoro Park Bandung which is located in Bojongsoang, Bandung District, to market their products using AR technology applications as their promotional options. So far the promotional system that they use still relies on the performance of sales, house mockups and brochures as a promotional media. The AR application used by Podomoro Park uses the target image / marker as a trigger for 3D home objects to appear above the marker. This AR application can be operated on the Android operating system. Also, the AR application also features interactive animations to help prospective buyers to view the shape of house buildings freely and unlimitedly. With the application of AR, it is expected to increase the chances of potential buyer interest in the Podomoro Park Bandung housing.

Keyword: animation, 3D, augmented reality, housing promotion, podomoro park