

## ABSTRACT

The progress of the era that has entered the era of globalization seems to encourage people to be more active in interacting with other societies even though they are limited by distance. Which is where facial expressions are the basis of human interaction one and another as the results researched by Mehrabian. Plus the results of research by the We Are Social institute in Nasrullah in 2015 which said that the use of internet and social media in Indonesia is quite high, there are more than 38 million internet users and there are around 62 million people registered on the Facebook application from the total population, with On average, it spends nearly 3 hours a day to connect to the internet and surf social media networks. In 2020 there is also the Covid-19 phenomenon which makes almost all countries implement distancing and also Stay at Home to reduce the spread of the virus, therefore there is a very large increase in the percentage of usage for other applications that are still under Facebook, namely Instagram. Which rose by up to 40% from previous months.

Halloween Of The Day filter is designed on several aspects that have been explained previously. This filter works by detecting the presence of the user's face and then bringing up a mask or character face object that has become a highlight in the last 3 years as a substitute for the user's real face in the form of an Augmented Reality object. Because one of the goals of making this filter makes users feel that they are participating in this year's Halloween celebration, which is carried out completely limited because of the implementation of new rules, so not only the objects on the face appear in this filter but there are also other supporting elements so that users can use them. wherever and whenever the user wants it because this filter is on the story menu of the Facebook and Instagram applications which also aims to make it easier for users.

After going through the testing process for this filter, there are several results that the writer wanted from the start, namely, the use of the Face Tracking technique on the filter that raises the filter object right on the user's face, the filter object design and other additional elements are considered appropriate to represent the Halloween celebration, to be precise. Include this filter on the Facebook and Instagram applications in an effort to make it easier for users to use.

**Keywords :** Augmented Reality, Face Tracking, Filter, Halloween, Facebook, Instagram.