

## ***ABSTRACT***

*The use of AR technology is expected to get enthusiasm from consumers because AR is a differentiator from ancient promotional media such as pamphlets, banners and brochures that are gradually becoming obsolete. The difference from the promotional media is that Augmented Reality technology can make consumers see three-dimensional images of furniture products using their Android devices, without having to come to the furniture store. In line with that, the author took the initiative to develop an Android-based Augmented Reality application design at a furniture store in the Cileungsi area of Bogor Regency, considering that there are currently no Micro, Small and Medium Enterprises (MSMEs) that market their products using Augmented Reality Applications.*

***Keywords: Augmented Reality, Furniture, Android mobile***