

Abstrak

Users of buying and selling online, especially bags in Indonesia, generally make purchases without checking the physical bag they are going to buy and are disappointed that the bag they buy does not match what they want. To overcome this problem, the author makes an augmented reality application specifically for bags on e-commerce websites. To make Augmented reality, the authors identify bags from 3D shapes with the aim of making it easier for buyers to see bags on e-commerce in the form of 3-dimensional augmented reality bags. The method used is Marked Based Tracking. The results obtained are users can see the 3-dimensional design of the bag to be purchased in 3D. E-commerce website using Augmented reality is expected that the buyer can see the bag he wants to buy without directly coming to the store and seeing in 3 dimensions the goods to be purchased. by using the User Acceptance Test method, the examiner produces an average Index of 93% and it is stated that the AR application is very easy to run.

Kata kunci: Augmented reality, marked based tracking, , e-commerce, tas perempuan

Keyword: Augmented reality, marked based tracking, e-commerce, woman's bag