

ABSTRACT

Today's technology has developed rapidly and advanced, especially in the field of multimedia. This makes people look for easy ways to do everything, one of which is in the Muslim women's clothing business, namely the hijab, by making virtual hijab fittings based on Augmented Reality. The purpose of this study is to make it easier for users to try and match the selected hijab to suit their wishes. The use of augmented reality to design a virtual hijab fitting application based on Augmented Reality. Augmented Reality is showing virtual world objects as if they were real world objects. Making Augmented Reality (AR) is done using several design and animation software such as Photoshop, Unity and Vuforia sdk. This research produces a multimedia application that will help make it easier for online shop/e-commerce customers to know (preview) whether the hijab they want to buy is in accordance with their wishes.

Keywords: Virtual Fitting, Augmented Reality, Multimedia