

## ABSTRACT

*Augmented Reality is one of the technological advances in the multimedia field. With AR this is a good development, one of which is the introduction of traffic signs. With the traffic signs on the streets, it becomes a rule that should be understood and followed. The description of traffic signs in the form of a traffic sign simulation is one of the introductions that can be done. With this AR can be made a simulation of traffic signs, so that it can provide a real picture of the application of traffic signs when on the streets. The simulation can be done with the multi marker method where there is a main marker containing a 3D city object and a supporting marker given a 3D traffic sign object. This application is made with Unity as a system development and Vuforia SDK as an Augmented Reality development tool. Traffic sign recognition applications are also equipped with voice as an explanation of traffic signs. So in this implementation it will be an Augmented Reality application for the introduction of traffic signs in the form of a simulation. So with the simulation animation can attract children's interest in recognizing traffic signs. Based on the results of the tests carried out, this application can attract children's interest in getting to know traffic signs with a percentage reaching 89%. So with this application it can attract children's curiosity about the introduction of traffic signs.*

*Keywords: Augmented Reality, Multi Marker, Simulation, Traffic Signs*