

ABSTRACT

This study examines related to promotional media by means of Augmented Reality by using smartphone media as a promotion or sales system used by Housing PT. Grand Sultan Palace. The purpose of this study is to build an Android-based residential Augmented Reality application that has a variety of features to give prospective buyers an overview of the exterior and interior specifications of the house. In this study, there is detailed information media for houses by displaying 3D objects using Augmented Reality (AR) technology. AR itself is in principle a technology that is capable of incorporating two-dimensional or three-dimensional virtual objects into a real environment then projected. This application uses housing brochures as target markers to display 3D objects after being scanned. The object that will appear is a 3D house with an outside/exterior view and an inside/inside view, and there is also a short information text regarding the type of house. Based on the questionnaires that have been distributed this application can run very well and get a percentage of 86.4%. With this application, it is hoped that it can increase the potential interest of prospective buyers in PT. Graha Sultan Raya, because so far, the company's promotion system has not used creative media that can make it easier for potential buyers without having to come to check the location.

Keywords: Augmented Reality, 3D Objects, Applications.