

## ABSTRACT

The marketing technique is one of the most important things in the world of online selling business. Selling in an interesting and innovative products can make a buyer may be interested in what it offers. In the business of buying and selling online, especially hats or facial accessories, sellers usually display only image of the items that they sold . It is less effective because the buyer can not try to direct what buyers want.

Augmented Reality is a technology that aims to combine the real world with the virtual world. This technology is currently experiencing a significant increase in technology and this technology can be used in the implementation of daily life. This is because technological developments are currently able to provide 2D and 3D views are interesting. Augmented Reality marker itself needs to be able to run the application perfectly. Marker itself is an important element in the development of Augmented Reality. Usually the marker itself is made of paper, but the AR to be designed slightly different to previous conventional AR using marker as paper, yet Augmented Reality will be designed this time is that the AR can make the face instead of paper markers .

Analysis obtained from the testing, to use this application normally it required distance with a range of 30 cm to 100 cm. For corner detection is required at least 20 ° angle and the maximum angle is 160°. If exceeded or less than the limit specified then the application will not be able to detect your face . For the measurement of FPS (frames per second ) on the measurement itself with a single object , the results obtained average at 37,609 FPS, while the second measurement with multi- object, the results obtained average of 36,648 FPS. And result from MOS obtained that this application overall value is 4 which means good.

Keywords: Augmented Reality, Face Recognition