

ABSTRACT

Arjulu Fadila Nurrahman, 11119049

AUGMENTED REALITY APPLICATION OF PRODUCT INTRODUCTION AT
INS FURNITURE STORE USING UNITY 3D AND VUFORIA BASED ON
ANDROID

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(viii + 60 + Appendices)

Technological advances have an impact on the business field. One of the technologies that is developing today is *Augmented Reality* (AR). *Augmented Reality* is an effort to combine the real world with the virtual world. In the business field, it plays an important role, especially in product introductions at furniture stores. The research objective is to create an *Augmented Reality* application that can display three-dimensional (3D) visualization of a furniture product sold by Toko Ins Furniture. This application utilizes Android smartphones as a medium for introducing furniture products. The System Development Life Cycle (SDLC) method is used to make this application, which consists of planning, analysis, design, implementation, and application testing. This application is developed using Unity 3D, Skethup, and Vuforia SDK. From the results of black box method testing carried out on all features, the application runs well, and the output displayed on the application follows the design made. However, two smartphone devices are not suitable when responding to applications.

Bibliography (2017 - 2023)