ABSTRACK

IMPLEMENTATION OF *AUGMENTED REALITY* TECHNOLOGY AS MEDIA FOR INTRODUCING IIB DARMAJAYA PROGRAM STUDY ROOMS BASED ON ANDROID

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Technological advancements in the era of globalization continue to evolve and have become part of human life, including in the field of education. With the advancement of technology, education is progressing. This development can be seen from the ease of accessing information facilities, such as the Institute of Informatics and Business (IIB) Darmajaya, which seeks to provide a more engaging and interactive introduction experience for new students. One prominent innovation is the use of Augmented Reality (AR) technology to connect the real world with virtual elements.

The software development methodology in this research is extreme programming. Extreme programming leads to an object-oriented approach and is suitable for use when there is less understood or rapidly changing requirements. There are four stages that must be done in the Extreme Programming (XP) method, namely Planning, Coding, and Testing. The Use Case modeling system describes an interaction between one or more actors and the information system to be created. Use cases are used to determine what functions exist in an information system and who is authorized to use those functions. Activity diagrams depict the workflow or activities of a system or business process.

This research produced the application "Implementation of Augmented Reality Technology as Media for Introducing IIB Darmajaya Program Study Rooms Based on Android". This application provides a visualization of the program study rooms in the form of 3D, which helps new students understand information more comprehensively. Furthermore, quick access to information and interactive introductions can enhance new students' involvement in exploring the campus environment and choosing the right academic path.

Keywords: *Augmented Reality*, IIB Darmajaya Program Study Space, Android.