

## ABSTRACT

# MARKER-BASED TRACKING METHOD FOR FURNITURE MARKETING USING AUGMENTED REALITY APPLICATIONS

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This research aimed to design an application to help sales marketing from Sari Jati Meubel to market furniture products. The method used was a Marker Tracking method that used markers or two object markers that have a pattern that the computer would read via webcam or media camera connected to a computer, usually a black and white illustration square with thick black borders and a white background. Then produce a 3D Furniture view. The system design method used UML which consists of Case Diagrams and Activity Diagrams. The results achieved an Augmented Reality application with the name AR FURNITURE, which could display 3D furniture objects as well as information such as price, dimensions, and upholstery color choices.

**Keywords:** Augmented Reality, Furniture, Sales.

