

**ABSTRACT****EVALUATION OF AUGMENTED REALITY-BASED  
PROMOTIONAL MEDIA USING THE TECHNOLOGY  
ACCEPTANCE MODEL (TAM) METHOD**

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*This research purpose was to evaluate the level of consumer acceptance of the media Augmented Reality promotion using the Technology Acceptance Model Method (TAM), consumer opinions were used as input for further application development, and to provide more effective and interesting information to consumers based on evaluating results consumer acceptance of AR-based brochure promotional media using the TAM method and background in the increasingly advanced digital era, companies and organizations often use brochure promotional media to introduce their products or services to potential consumers. However, using conventional brochures tends to be less attractive and ineffective in attracting the attention of consumers who are increasingly accustomed to modern technology. Therefore, it was necessary to develop promotional media that was more innovative and attracted attention. One of them was a brochure based on Augmented Reality (AR). This questionnaire was distributed to 50 respondents with a Likert scale of 1-5, to evaluate the application in terms of Perceived Usefulness (PU) and Perceived Ease of Use (PEU). The results of the evaluation of the Perceived Usefulness (PU) and Perceived Ease of Use (PEU) of the MAUANIMASI application using the TAM model showed that the MAUANIMASI application is still ready by 63%. This means that the application is quite useful for society but has not yet completely improved performance, productivity, and effectiveness, and made work easier and helpful service and selection in terms of ease of use of this application.*

**Keywords :** *Evaluation of Promotional Media, Augmented Reality, TAM, Perceived Ease of Use, Perception Usefulness.*