

ABSTRACT

IMPLEMENTATION OF AUGMENTED REALITY (AR) ON LAMPUNG'S TRADITIONAL TAPIS FABRIC PRODUCTS AS AN INFORMATION AND PROMOTIONAL MEDIA AT DEKRANASDA LAMPUNG

By:

MUNAA

E-mail: munaaalamri3@gmail.com

Indonesia is endowed with a rich cultural heritage, including the *Tapis* fabric from Lampung Province, which represents deep philosophical meanings and social symbolism. Although *Tapis* has been adapted into modern fashion, MSMEs producing it face challenges, particularly in adopting digital innovations. This study posits that implementing Augmented Reality (AR) directly addresses these barriers, offering MSMEs a transformative tool for disseminating information and promoting their products through interactive, educational experiences. This study aims to explore strategies for developing Lampung's *Tapis* MSMEs by leveraging AR technology as an informational and promotional tool. Beyond analyzed the internal challenges faced by entrepreneurs, the study also highlighted the role of Dekranasda Lampung in fostering local crafts, strengthening promotional efforts, and enhancing digital capabilities among MSME actors. The findings are expected to provide strategic recommendations for building a sustainable creative industry ecosystem, reinforcing local cultural identity, and promoting community-based economic empowerment.

Keywords: Augmented Reality, Markerless, MSMEs, Lampung *Tapis* Fabric

