

ABSTRACT

THE ESSENCE OF 3D AUGMENTED REALITY IMPLEMENTATION ON E-CATALOG SYSTEM OF ANEKA SARI RASA ON ANDROID

By

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The food gift business is currently increasing every year, but not many of the food gifts product developers are utilizing the Augmented Reality (AR) using the Marker Based Tracking Method as a promotional medium to market their products. They still rely on brochures and social media as the promotional media. The Research on sales catalog of specific Lampung's products that using Augmented Reality (AR) is also not new, several similar studies have been done before, but they just concentrated on detecting markers to display 3D models using support from Vuforia which functions as a marker. The detected markers can display the shape and layout of the Aneka Sari Rasa Store object.

The software development method used in this study is a prototype with the stages of Communicatio, Quick Plan, Modeling Quick Design, Construction of Prototype, and Development Delevary. The symbols used as a modern approach to modeling are Use Case Diagrams, Activity Diagrams, Class Diagrams, and Sequence Diagrams.

This research produces an E-catalog application for selling gift food which using Augmented Reality (AR) technology. This app is developed for Android mobile platform and is built using Unity. The application can run as planned, so this application can help customers to order the products online, also to find out the location and contents of products at the Aneka Sari Rasa Store.

Key words: **Augmented Reality (AR), Vuforia, Aneka Sari Rasa Store, E-Catalog, Android.**

