

Abstract

Augmented reality is a technology where someone will see 3D objects like real. This final project uses Augmented reality technology as a means of promoting media sales of Nagrak Hills Housing, Nagrak Hills Housing is a beautiful residential nuances of the hills in the Sukabumi area. This housing will be used as the final project case study. This research aims to assist Nagrak Hills developers in making it easier to market their products using AR technology as their choice. The making of this AR application uses the modified waterfall method. This application is only available for the Android platform. This application uses a marker as a 3D object that can bring up the 3D above the marker. This application has several main views such as a cutscene display, start menu and design display application. With this application, it is expected to be able to open business opportunities in the field of technology, especially in the field of property and increase interest in prospective buyers in the home sales promotion media offered by developers. Application testing uses the UAT (User Acceptance Test) method which is tested directly by representatives of marketing staff Nagrak Hills Real Estate. This application displays an attractive and informative display design to prospective buyers in order to increase the sense of buying interest in Nagrak Hills housing