ABSTRACT

Housing is a group of houses that function as a residential environment or a residential environment equipped with environmental infrastructure and facilities. The development of housing in Indonesia is currently very rapid, from minimalist housing to elite housing. In marketing, there are still many who use the brochure method, especially PT. Muara Consult which is engaged in property / consulting. Therefore, an application for marketing is made that is more visual and attractive to potential buyers.

This application is an Augmented Reality-based property / housing marketing application that displays 3D forms of home exteriors and various 3D interactions, and displays the interior of the room in 360 Virtual, and also has an Instagram filter feature to increase buyer interest. This app is made with Unity and 3D objects. The marker used from PT. Muara Consult which is implemented using Vuforia. When the user points the android camera at the marker, a scanning process occurs after which the android screen displays 3D objects of the exterior of the house as well as various 3D interactions

Keywords: *Augmented Reality (AR)*, *Unity dan Android*, *Housing*