

Abstract

Augmented reality is a technology where someone will see 3D objects like a real. Final project uses Augmented reality technology for media promotion sales of Nagrak Hill residence, Nagrak Hill residence is a beautiful residential nuances of the hills located at Sukabumi area. Residence which will be used as a final project case study, The purpose to help digital media promotion through the Augmented reality application. Making 3D house models using SketchUp and Unity applications. Features that can be owned by one of them can see 3D interior and exterior home. The application will detect the marker and tracking, after the marker detected the 3D object will appear on smartphone display. Application testing uses the UAT (User Acceptance Test) method which is tested directly by the Marketing Manager of Nagrak Hill residence. The results of the UAT test assessment with variabels UI, 3D models, features, efficiency, the percentage obtained is 90%, which means the application can be applied for digital media promotion. Hopefully this application can be able to open the new innovations in field promotion home sales media in Nagrak Hill residence.

Keyword: augmented reality, 3D, media promotion, residence nagrak hill.