

ABSTRACT

Pottery is a handicraft made of clay and is widely used as a household tool or room decoration. Pottery has become a common item and can be found easily, especially in the city of Bandung. However, currently there are still many pottery craftsmen who are less innovative in promoting their pottery products. Promotional activities are one of the factors that determine whether a business can last a long time or not. One of them is an entrepreneur who sells handicrafts in the form of pottery. Currently, promotions carried out by most of the pottery craftsmen in Bandung are still using sales catalog books. Such promotional strategies are too commonly used. Therefore, new innovations are needed so that the efforts made by craftsmen in Bandung can last a long time. To solve this problem, "GerabahKu" was developed, namely an android-based application using Augmented Reality technology which helps in promoting pottery products to attract consumer interest.

Keyword : *Craft, Pottery, Augmented Reality, Promotion*