ABSTRACT

Clothing / san · dang / n according to KBBI (Big Indonesian Dictionary) is a clothing material that humans need. Clothing has also become one of the basic or primary needs for every group and society. This one need is a need that must be numbered and cannot be replaced by anything else.

Keeping up with the times today, fashion or fashion is increasing over time. This rapid increase was also supported by the number of creators and designers who poured their ideas as creative gifts for various existing industries. Not only the fashion industry, currently in the industrial era 4.0 various technologies have been used in all lines of life to build sustainability in various things such as social, political, cultural and economic. In the social realm, we know psychology, which is one of the fields of science that studies human mental.

This is where it is important to know Self-Esteem (Self-Esteem) to get to know yourself more deeply. Sometimes, barriers to this information about Self-Esteem must be obtained through psychological tests or counseling with a psychologist. Therefore, the Mini Quiz is presented in the application that the author built to make it easier for users to be able to find out the Self-Esteem information by adding more interesting, interactive, and creative things.

As time goes by and the challenges are increasing in the era of IOT (Internet of Things), the author is moved to be able to combine a 2-dimensional illustration art with multimedia technology, namely Augmented Reality, which in the future the writer hopes that this combination of art can channel information about self- esteem someone and that the continuity of these two things can improve the clothing industry sector and the multimedia technology industry simultaneously.

From the description that the author has put forward, the use of augmented reality technology is expected to provide good information about Self-Esteem to users and buyers of Dasokai t-shirts. Not only that, the combination of these two things is intended so that clothing is not just used as clothes but can display a Mini Quiz visualization of Self-Esteem that attracts the attention of its users and becomes a benefit to know the level of Self-Esteem that users have and the results that users get will be. increase the confidence of these users.

The author uses a combination of optical character recognition and image-based markers in implementing augmented reality in the design of a dasokai t-shirt to display the answer

outcomes of the Mini Quiz about Self-Esteem. This AR implementation is built with the unity 3d application assisted by an API from the Google Cloud for transferring input and output data from the application being built. Furthermore, it will be distributed by making it an APK (Android Application Package). It has been tested with Black box testing and the User Acceptance test, the results are 92%, which means that the user scores very well.