

ABSTRACT

The application created is an interactive Instagram Filter as a promotional medium for our client (Haifa Azura) with the management, namely Moritza Music Series, in introducing his new single with low promotional costs, but can reach the target audience, especially millennials who are very active in playing filters/effects. on Instagram more broadly. Therefore, Haifa is collaborating with us, to create an Instagram filter specifically for new singles that can later be used by all Instagram users. The title of this final project will be to develop an Instagram filter with AR technology with an OS/IOS-based face tracking feature for singles. Haifa Azzura's new song uses the Multimedia Development Life Cycle method.

Features proposed to partners are filter quiz questions here, namely connecting songs in a way that the audience can choose the right continuation of the lyrics from our partner's songs. This Instagram filter with Augmented Reality technology displays a quiz title and if the smartphone layer on Tap can display a question box above the head including a choice of two answers which the audience can guess with a predetermined duration, until the correct answer is displayed, this filter works using a shape object. Grid, Text, Face Tracking, Tap screen, Timer and Audio partner song.

Output Instagram Quiz filter on partner account which was successfully loaded.

Keywords: Song, Filter, Augmented Reality, Face Tracking, Quiz, Spark AR.