

## **ABSTRACT**

*In general, someone who wants to buy hijab online only sees catalog photos uploaded by online hijab sellers on their online store's social media. This method has the risk that prospective buyers cannot try the hijab directly and the hijab model does not match the expectations of potential buyers. The design of this augmented reality-based virtual fitting hijab application can help customers try out virtual first according to the hijab model they want to try. By using augmented reality technology users also get an interesting experience of trying the hijab without touching the hijab but it looks real like the real hijab. This study was measured using the Immersion Experience Questionnaire (IEQ) measurement aimed at measuring user interest with this application called Virtual Fitting Hijab..*

**Keyword in English:** *Multimedia, Augmented Reality, Virtual Fitting Hijab*