

ABSTRACT

This very rapid technological advancement makes it easier for us to make transactions anytime and anywhere, therefore we should use technology as well as possible, so that it can be a means to be able to make life easier. The lack of media to market products to consumers makes victoryshop stores a little difficult in utilizing Augmented Reality technology to market their motorcycle spare parts products, therefore the author proposes to build an Augmented Reality (AR) Application for Marketing Motorcycle Spare Parts Based on Android, this application is a marketing application equipped with Marker Based Tracking, which can issue 3D 360-degree objects and also presents quiz games that can Increase knowledge about motorcycle spare parts plus cashback prizes.

The application software method uses the Multimedia Development Life Cycle (MDLC) method. Application testing using the Black Box Testing method. This application can be used on the Android operating system with specifications of 2GB RAM, Android at least version 5.0 Lollipop, and a camera at least 8 Megapixels. It is hoped that the Augmented Reality-based Motor Spare Parts marketing application can make it easier for Victoryshop Store consumers to see directly the products being marketed without the need to come to the store.

Keywords: Marketing App, Augmented Reality, Android Operating System, Victoryshop Store