

ABSTRACT

Abstract

This study aims to implement Augmented reality (AR) technology in presenting information and navigation at SeinFarm Educational Park. AR was chosen as a solution to enhance visitor interaction and experience, particularly in understanding the educational processes related to fish farming and agriculture. The methodology used in developing this AR application involved research, design, manufacturing, implementation, and qualitative testing stages. The application is designed to be accessible via mobile devices with an Android system, displaying 3D fish models and related information projected into the real environment of the park. The implementation results showed that AR technology successfully improved the quality of education received by visitors, with testing outcomes demonstrating high enthusiasm from both staff and park visitors. In conclusion, the application of AR at SeinFarm Educational Park significantly enriched the learning experience and promoted the use of modern technology in educational environments.

Keywords: Augmented reality, SeinFarm, education, modern technology.