

ABSTRACT

DEVELOPMENT OF AUGMENTED REALITY ON MOTORCYCLE DISPLAY AT 2T CORNER DEALERS TO IMPROVE CUSTOMER SERVICE (CASE STUDY: 2T CORNER DEALER)

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Currently, Indonesia is one of the countries with the largest number of two-wheeled vehicles. According to sources from CNN Indonesia, in January 2023, motorbikes were the most used vehicle with a population of 127,082,370 units. Every year the number of two-wheeled vehicle users in Indonesia increases, this is due to the public's opinion that motorbikes are an easy, practical and more affordable means of transportation. With this, there are more and more business opportunities in the automotive sector, such as setting up a dealer that sells used motorbikes. 2T Corner is a used motorbike dealer domiciled in Bogor Regency, West Java. However, the lack of innovation in promotional media for motorbike sales at the 2T Corner dealer was the main basis for this research. Augmented Reality (AR) technology is a combination of physical and virtual objects that exist in the real world directly (real time) and are well integrated. By implementing AR into the Android-based 2T Corner used motorbike dealer application, it is hoped that this technology will help visualize or display the shape of motorbikes for understanding and object structure as an innovation in promotional media. System development in this research was carried out using the Multimedia Development Life Cycle (MDLC) method, which is an approach or method used in developing large-scale and complex systems. Then at the application testing stage using the Blackbox method and Heuristic Evaluation approach with the aim of identifying problems in the user interface of a system or application. Blackbox testing carried out on 2 smartphones with different specifications succeeded in carrying out the application functions well. The Heuristic Evaluation approach carried out by the evaluator shows that the highest average severity rating results are found in the Visibility of System Status variable, namely with a value of 0.933 and the lowest average value results are found in the Match Between System and The Real World and Consistency and Standards variables with value 0.4.

Keywords: *Android, Augmented Reality, Motorcycles, Promotion Media, Sales*