

## **ABSTRACT**

### **DESIGN AND BUILD A HOME MARKETING APPLICATION USING AUGMENTED REALITY WITH ANDROID-BASED ITERATIVE INCREMENTAL METHOD**

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*The property business is one of the most promising businesses today and is expected to continue to be the most profitable business in the future. This is based on the fact that housing is a basic need that must be met. In Indonesia, in marketing housing, most property companies still rely on social media, mockups and brochures in two-dimensional (2D) format that we often encounter when we visit every property company outlet. However, this method sometimes still makes people feel confused and less interested in knowing the products offered by the property company. To solve these problems, this research utilizes one of the rapidly developing technologies, namely Augmented Reality (AR) which is able to combine the real world and the virtual world so that it can be used as a much more interesting promotional media. The use of AR technology in the business field is not new, especially in the field of marketing or marketing. This study aims to develop an Android-based AR application that uses house plans as markers to display information related to the 1-story house products offered. Then, in the results of testing using blackbox on 3 smartphones, the results obtained that all application features can run well without any problems. Furthermore, in the evaluation process using usability testing carried out using the SUS method involving 20 respondents, the results obtained an average value of 71.87 so that the AR application got a grade of C (Good) where these results proved that the AR application was well received by the respondents.*

**Keywords:** *Augmented Reality (AR), Property, House plan*