

DAFTAR ISI

ABSTRACT	i
ABSTRAK	ii
KATA PENGANTAR	iii
DAFTAR ISI	v
DAFTAR GAMBAR	viii
DAFTAR TABEL	x
BAB I PENDAHULUAN	I-1
1.1 Latar Belakang	1-1
1.2 Rumusan Masalah	1-5
1.3 Batasan Masalah	1-5
1.4 Tujuan Penelitian	1-6
1.5 Manfaat Penelitian	1-6
BAB II LANDASAN TEORI	II-1
2.1 <i>Augmented Reality</i>	II-1
2.4.1 Definisi <i>Augmented Reality</i>	II-1
2.4.2 Prinsip Kerja <i>Augmented Reality</i>	II-1
2.4.3 Metode <i>Augmented Reality</i>	II-2
2.2 <i>Brand Awareness</i>	II-7
2.3 TikTok	II-9
2.3.1 Tentang TikTok	II-9
2.3.2 Fitur TikTok	II-10
2.4 Effect House	II-12
2.4.1 Effect House	II-12
2.4.2 Tahapan Membuat Filter TikTok	II-14
2.5 Smartphone	II-16
2.6 Android	II-16
2.7 iOS	II-18
2.8 Skala Likert	II-18
2.9 State Of The Art	II-20

2.10	Matrik Penelitian	II-31
2.11	Mind Mapping	II-36
BAB III METODOLOGI PENELITIAN		III-1
3.1	Metode Penelitian.....	III-1
3.2	Identifikasi Masalah	III-2
3.3	Pengumpulan Data.....	III-2
3.4	Pengembangan Multimedia.....	III-2
3.4.1	Concept.....	III-3
3.4.2	Design	III-3
3.4.3	Material Collecting	III-3
3.4.4	Assembly	III-4
3.4.5	Testing	III-4
3.4.5.1	Uji Performa Augmented Reality.....	III-4
3.4.5.2	Uji Validitas	III-4
3.4.5.3	Uji Reliabilitas	III-5
3.4.5.4	Evaluasi Skala Likert	III-5
3.4.6	Distribution	III-6
3.5	Kesimpulan.....	III-6
BAB IV HASIL DAN PEMBAHASAN.....		IV-1
4.1.	Identifikasi Masalah	IV-1
4.2.	Pengumpulan Data.....	IV-2
4.2.1	Kebutuhan Data.....	IV-2
4.2.2	Kebutuhan Sistem	IV-3
4.3.	Pengembangan Multimedia.....	IV-6
4.3.1	Concept	IV-6
4.3.2	Design	IV-7
4.3.3	Material Collecting.....	IV-13
4.3.4	Assembly.....	IV-14
4.3.5	Testing.....	IV-27
4.3.5.1	Uji Performa Augmented Reality.....	IV-37
4.3.5.2	Uji Validitas	IV-49
4.3.5.3	Uji Reliabilitas	IV-52

4.3.5.4 Evaluasi Skala Likert	IV-53
4.3.5.5 Evaluasi Hasil.....	IV-63
4.3.6 Distribution	IV-64
BAB V KESIMPULAN & SARAN	V-1
5.1. Kesimpulan.....	V-1
5.2. Saran.....	V-2
DAFTAR PUSTAKA	1
DAFTAR LAMPIRAN	L-1