

ABSTRAK

Dalam era digital saat ini, pemanfaatan teknologi informasi menjadi hal yang penting dalam strategi pemasaran, termasuk bagi pelaku usaha mikro seperti Ningrum Bakery. Saat ini, Ningrum Bakery masih mengandalkan promosi melalui penyebaran selebaran brosur dan penyebaran di media sosial seperti Instagram, yang hanya menampilkan gambar dua dimensi. Hal ini menyulitkan konsumen dalam memahami detail produk, seperti bentuk dan informasi spesifik lainnya, sehingga sering terjadi kesalahan dalam memilih produk yang dipesan. Penelitian ini bertujuan untuk membangun aplikasi media promosi kue Ningrum Bakery menggunakan teknologi *Augmented Reality* dengan metode *Markerless*. Aplikasi media promosi Ningrum Bakery ini dibuat untuk *platform* android dengan menggunakan metode pengembangan aplikasi MDLC (*Multimedia Development Life Cycle*). *Augmented Reality* bisa menjadi suatu inovasi metode promosi yang baru. Berdasarkan hasil pengujian menggunakan *System Usability Scale* (SUS) aplikasi media promosi Ningrum Bakery mendapatkan rata-rata nilai 76 dari 86 responden, dimana dari segi *Acceptability Range* aplikasi ini termasuk kategori *Acceptable*, dari segi *Grade Scale* berada pada posisi *Grade C* sedangkan pada posisi *Adjective Rating* berada pada posisi *Good*.

Kata Kunci: *Augmented Reality*, Media Promosi, *Multimedia Development Life Cycle* (MDLC), *System Usability Scale* (SUS)

ABSTRACT

In today's digital era, the utilization of information technology has become essential in marketing strategies, including for micro-entrepreneurs like Ningrum Bakery. Currently, Ningrum Bakery relies on promotions through the distribution of brochures and social media platforms such as Instagram, which only display two-dimensional images. This makes it difficult for consumers to understand product details, such as shapes and other specific information, often leading to errors in selecting the products they wish to order. This research aims to develop a promotional media application for Ningrum Bakery's cakes using Augmented Reality technology with a Markerless method. The promotional application for Ningrum Bakery is designed for the Android platform using the Multimedia Development Life Cycle (MDLC) application development method. Augmented Reality can serve as an innovative new promotional method. Based on testing using the System Usability Scale (SUS), the promotional application for Ningrum Bakery received an average score of 76 from 86 respondents, indicating that in terms of Acceptability Range, this application falls into the Acceptable category. In terms of Grade Scale, it is positioned at Grade C, while on the Adjective Rating scale, it is rated as Good.

Keywords: *Augmented Reality, Promotional Media, Multimedia Development Life Cycle (MDLC), System Usability Scale (SUS)*