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MEDIA PROMOSI PEMASARAN PERUMAHAN GRAHA MULIA 3 BERBASIS *AUGMENTED REALITY* DI KALIPUCANG BATANG, di bawah bimbingan Bapak Dicke Jsh Siregar, S.Kom, M.Kom, dan Bapak Edi Purwanto, S.Kom, 83+ xiv / 64 gambar / 7 tabel / 25 daftar pustaka (2011-2020)

ABSTRAK

Graha Mulia Cluster Kalipucang Batang membuka bidang properti hunian perumahan di daerah Kabupaten Batang tepatnya di desa Kalipucang Kulon Batang, memiliki dua tipe perumahan yaitu tipe 36/71 yang berjumlah 30 unit dan tipe 45/90 sebanyak 20 unit. Pada saat ini perumahan graha mulia cluster memiliki Permasalahan dalam mempromosikan untuk menjelaskan produknya karena keterbatasannya katalog yang dapat memperjelas tentang produk yang disediakan. Dengan adanya perkembangan teknologi saat ini, augmented reality dapat menjadi solusi UNTUK mempermudah marketing pemasaran pada saat pameran event tahunan di Kabupaten Batang dengan memanfaatkan model rumah 3D yang ditampilkan secara virtual menggunakan perangkat smartphone android. PENELITIAN ini menggunakan metode MDLC (Multimedia Development Life Cycle), ada beberapa tahapan metode seperti, Concept, Design, Material Collecting, Assembly, Testing, Distribution. Dalam hasil wawancara dan observasi dari Ibu Yani selaku Marketing bulan Februari 2022, Perumahan Graha Mulia 3 Kalipucang Kulon Batang pada periode bulan february 2022. Perumahan Graha Mulia 3 Kalipucang Kulon Batang menyediakan 50 unit rumah dengan model cluster tipe 36/71 dan tipe 45/90 yang berlokasi di Kalipucang Kulon Batang. sehingga mempermudah konsumen dalam melihat dan memilih tipe-tipe perumahan dalam bentuk virtual 3D pada perumahan Graha Mulia 3 Kalipucang Batang.

Kata Kunci : Media Promosi, Perumahan, *Augmented Reality*, *Android*.

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MEDIA MARKETING PROMOTION OF GRAHA MULIA 3 HOUSING BASED ON AUGMENTED REALITY IN KALIPUCANG BATANG, under the guidance of Mr. Dicke Jsh Siregar, S.Kom, M.Kom, and Mr. Edi Purwanto, S.Kom, 83+ xiv / 64 pictures / 7 tables / 25 bibliography (2011-2020)

ABSTRACT

Graha Mulia Cluster Kalipucang Batang opened a residential property sector in the Batang Regency area, precisely in the village of Kalipucang Kulon Batang, with two types of housing, namely type 36/71 with a total of 30 units and type 45/90 with 20 units. At this time the Graha Mulia cluster housing has problems in promoting to explain its products due to limited catalogs that can explain the products provided. With current technological developments, augmented reality can be a solution to facilitate marketing during the annual exhibition event in Batang Regency by utilizing 3D house models that are displayed virtually using an Android smartphone device. This research uses the MDLC (Multimedia Development Life Cycle) method, there are several stages of the method such as Concept, Design, Material Collecting, Assembly, Testing, Distribution. In the results of interviews and observations from Ms. Yani as Marketing for February 2022, Graha Mulia 3 Kalipucang Kulon Batang Housing Complex in the February 2022 period. Graha Mulia 3 Kalipucang Kulon Batang Housing Complex provides 50 housing units with type 36/71 and type 45/90 clusters which is located in Kalipucang Kulon Batang. making it easier for consumers to see and choose housing types in 3D virtual form at Graha Mulia 3 Kalipucang Batang housing.

Keywords: Media Promotion, Housing, *Augmented Reality*, *Android*.