

MUHAMMAD, 21.240.0123

**MEDIA PEMASARAN PERUMAHAN SAHILNA GRIYATAMA
MENGUNAKAN TEKNOLOGI AUGMENTED REALITY**, dibawah
bimbingan Arief Soma Darmawan, ST., M.Kom. dan Anas Syaifudin, S.Kom.,
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131 + xiv halaman / 77 gambar / 24 tabel / 7 lampiran / 33 pustaka (2021-2024)

ABSTRAK

Perumahan Sahilna Griyatama merupakan proyek properti yang dikelola oleh CV. JITU PROPERTY GROUP di Kota Pekalongan. Dalam proses pemasarannya, metode yang digunakan masih bersifat semi-konvensional, seperti canvassing, brosur, dan media sosial. Hal ini dinilai kurang optimal dalam menarik minat calon pembeli. Untuk mengatasi permasalahan tersebut, penelitian ini bertujuan membangun media promosi berbasis Augmented Reality (AR) yang dapat menampilkan visualisasi rumah tipe 33/66 dalam bentuk 3 dimensi. Media ini diharapkan mampu membantu tim marketing dalam menjelaskan produk perumahan secara lebih menarik dan informatif kepada calon pembeli. Pengembangan media dilakukan menggunakan metode Multimedia Development Life Cycle (MDLC) dengan tahapan Concept, Design, Material Collecting, Assembly, Testing, dan Distribution. Tools yang digunakan antara lain Blender, dan Openspace3D. Pengujian sistem dilakukan dengan metode Graphical User Interface (GUI) dan User Acceptance Test (UAT), yang menunjukkan bahwa sistem berfungsi sesuai dengan rancangan dan memenuhi kebutuhan pengguna. Media AR yang dibangun terbukti efektif dalam mendukung kegiatan promosi, meskipun masih dapat ditingkatkan interaktivitasnya atau dikembangkan lebih lanjut ke dalam teknologi Virtual Reality (VR) untuk pengalaman pengguna yang lebih imersif.

Kata kunci: *Augmented Reality, Promosi Perumahan, MDLC, Visualisasi 3D, Marketing Properti.*

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SAHILNA GRIYATAMA HOUSING MARKETING MEDIA USING AUGMENTED REALITY TECHNOLOGY, under guidance of Arief Soma Darmawan, ST., M.Kom. dan Anas Syaifudin, S.Kom., M.Kom.

131 + xiv pages / 77 images / 24 tables / 7 attachments / 33 libraries (2021-2024)

ABSTRACT

Sahilna Griyatama Housing is a property project managed by CV. JITU PROPERTY GROUP in Pekalongan City. Its marketing process still relies on semi-conventional methods such as canvassing, brochures, and social media, which are considered less effective in attracting potential buyers. To address this issue, this study aims to develop a promotional media based on Augmented Reality (AR) that visualizes the 33/66 house type in 3D form. This media is expected to assist the marketing team in presenting housing products more attractively and informatively to prospective buyers. The media development follows the Multimedia Development Life Cycle (MDLC) method, consisting of the stages: Concept, Design, Material Collecting, Assembly, Testing, and Distribution. The tools used include Blender, and Openspace3D. System testing was conducted using the Graphical User Interface (GUI) and User Acceptance Test (UAT) methods, which showed that the system functions according to the design and meets user requirements. The AR-based media proves to be effective in supporting promotional activities, although it can still be enhanced by adding more interactive navigation or further developed into Virtual Reality (VR) technology for a more immersive user experience.

Keywords: *Augmented Reality, Housing Promotion, MDLC, 3D Visualization, Property Marketing.*