

ABSTRACT

The rapid development of technology has more impact on the community, namely on the part of disseminating information, exchanging an information that becomes easier and faster so that it is very useful for the community. In campus life, technology plays an important role in data processing and information dissemination. The media used for the dissemination of information are print media technology, audio visual and computerization. Augmented Reality is a technology that combines 2D and 3D virtual objects into a real environment and then projects these virtual objects in reality in real time. Augmented Reality can be used as a form of designing printed promotional media such as brochures to promotional media in the form of video or sound. With the use of augmented reality, the information contained in the brochure can be conveyed in an interesting and interactive way and also make the brochure as a marker with the help of a smartphone which will display digital information in the form of 2D and 3D objects along with video and sound. This application will be based on Android and use the C # language and apply marker based tracking which will be applied to the manufacture of the Augmented Reality brochure application. The application of markers will function to detect 2D and 3D objects along with video and sound content. An update from a pre-existing application, this application will display button that will go to an official Jember State Polytechnic web page and load many markers in each brochure. With this application, it can be the best promotional media for campuses by utilizing Augmented reality technology so that the information contained can be conveyed in an interesting and interactive way.

Keywords – Technology, Information, 2D 3D, Design, Brochure, Augmented Reality, Android, Marker