Implementation of Markerless Augmented Reality Technology for Exhibition Stand Design

Implementasi Teknologi Markerless Augmented Reality Untuk Desain Stand Pameran

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ABSTRACT

This research aims to utilize Augmented Reality (AR) technology in exhibition stand interior design. With the growth of the industry in Indonesia, effective marketing becomes crucial. Applications and interior design software such as SketchUp and Blender are used for visualizing exhibition stand designs. Additionally, AR through Android smartphones is employed for real-time object placement in the design. The application is also equipped with a recommendation feature using the Simple Additive Weighting (SAW) method. The average test results from User Acceptance Test (UAT), with a percentage of 81.1%, reflect the level of user satisfaction. This research is expected to provide convenience in exhibition stand design and contribute to the development of the exhibition industry in Indonesia. Thus, this study has the potential to contribute to the advancement of the exhibition industry in Indonesia through the utilization of innovative and interactive AR technology.

Keywords: Interior Design, Exhibition Stand, Augmented Reality, Markerless.