ABSTRACT

IMPLEMENTATION TECHNOLOGY OF AUGMENTED REALITY IN PIKIRAN RAKYAT NEWSPAPER CASE STUDY PT PIKIRAN RAKYAT

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The newspaper is a form of mass media that have been around for hundreds of years ago, and became part of the community. The newspaper serves as a medium of information and means of education for the community. One of the challenges for the newspaper industry in particular PT. Pikiran Rakyat Bandung in recent years is the very development of the role of information technology, especially the internet as a means of fulfilling the information needs of the community. The submission of information through the newspaper is usually in the form of text and 2D images, it became one of the reasons for the children and teenagers not to choose the paper as a place of information seekers and prefer the online media and watching television.

By utilizing the technology of augmented reality submission information obtained would be more interesting and interactive, in the form of video or 3D animation is added to the newspaper. According to case, the reader enough in showing pictures in the newspaper to the front of the computer with the webcam facility which is connected to the internet, then will come the moving video or animation. Based on this description, then built an application i.e. ARNewspaper application, an application which is web-based and integrated in pikiran rakyat online. The application was built using the ARNewspaper method of the markerless. This method is a method developed by IN2AR. In this method using the image on the paper as a marker.

Based on the results of the testing results of Alpha testing has been done can be drawn the conclusion that the system is free of syntax errors and functionally issued in accordance with the results expected. Testing the betha versions can be drawn the conclusion that the system that is being built is easy to use, useful and can help users in getting information on paper a more interactive, it is in accordance with the percentage of each user or the respondent answers to the question that have been deployed.

Keyword **:** *ARNewspaper Application, Augmented Reality, Markerless,* IN2AR Pikiran Rakyat.