

Komparasi Marker Based Augmented Reality Dan Markerless Augmented Reality Sebagai Media Periklanan Berbasis Website Dengan Menggunakan FLARToolkit

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ABSTRAK

Dalam dunia bisnis metode periklanan yang baik dapat meningkatkan minat dan ketertarikan konsumen terhadap produk yang ditawarkan, Augmented Reality adalah salah satunya. Penelitian ini bertujuan untuk mengetahui manakah dari metode Marker Based Augmented Reality dan Markerless Augmented Reality yang memiliki tingkat efektifitas yang lebih tinggi sebagai media periklanan berbasis website. Masing-masing metode memiliki kelebihan dan kelemahan masing-masing. Sebagai media periklanan Marker Based Augmented Reality memiliki kelemahan karena perlu menyisipkan marker pada brosur. Berbeda dengan Markerless Augmented Reality yang tanpa harus menyisipkan marker di brosur. Dengan menggunakan FLARToolkit pengujian untuk mengomparasi kedua metode didasarkan pada tiga aspek yaitu sudut, jarak dan intensitas cahaya. Hasil komparasi menunjukkan bahwa metode Marker Based Augmented Reality memiliki tingkat keberhasilan yang lebih tinggi yaitu sebesar 76.66% sedangkan Markerless Augmented Reality hanya sebesar 47.91%.

Kata Kunci : Augmented Reality, Marker Based Augmented Reality, Markerless Augmented Reality, komparasi, marker.

Comparison of Marker Based Augmented Reality and Markerless Augmented Reality For Media Advertising Based On Website Using FlarToolkit

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ABSTRACT

In the world of business advertising methods that can either increase interest and consumer interest in the product offered, Augmented Reality is one of them. This study aims to determine which of the methods Marker Based Augmented Reality and Markerless Augmented Reality who have a higher level of effectiveness as an advertising medium based websites. Each method has advantages and drawbacks of each. As an advertising medium Marker Based Augmented Reality has drawbacks because it needs to insert a marker in the brochure. In contrast to Markerless Augmented Reality that without having to insert a marker in the brochure. By using FlarToolkit testing to compare the two methods is based on three aspects: angles, distances and intensities of light. The results of the comparison indicate that the method of Marker Based Augmented Reality has a higher success rate that is equal to 76.66% while Markerless Augmented Reality by only 47.91%.

Keyword : Augmented Reality, Marker Based Augmented Reality, Markerless Augmented Reality, comparison, marker.