

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan teori maupun *literature* yang telah dianalisis dan didefinisikan, bahwa *mobile augmented reality* merupakan sebuah teknologi terobosan tren masa kini pada perkembangan teknologi perangkat seluler. *Mobile augmented reality* saat ini telah banyak digunakan dan dimanfaatkan pada berbagai sektor, yaitu salah satunya di sektor promosi barang dan produk. Konten dari *mobile augmented reality* dapat memberikan pemahaman dan perhatian yang lebih banyak karena menunjukkan kontekstual antara objek nyata dan objek virtual. Berdasarkan kontribusi penelitian yang diusulkan yaitu menerapkan desain interaksi *conceptual* dan desain interaksi *phisycal* sebuah aplikasi *mobile augmented reality* promosi sebagai media pengenalan makanan tradisional Indonesia telah berhasil dikembangkan. Hasil menunjukkan bahwa penerapan teknologi *augmented reality* pada perangkat seluler dapat dimanfaatkan untuk proses pengenalan dan sekaligus promosi suatu barang ataupun produk yaitu dalam penelitian ini adalah makanan tradisional Indonesia.

5.2 Saran

Saran untuk penelitian ke depan adalah dapat menambahkan beberapa jenis makanan tradisional yang ada di Indonesia lebih banyak lagi. Tidak hanya sebatas tiga jenis makanan tradisional Indonesia yang ada dipenelitian ini. Selain itu, *conceptual design* dan *phisycal design* dapat dikembangkan lebih menarik lagi

berdasarkan pada apa yang diinginkan oleh pengguna. Dalam pengembangan ke depan diharapkan juga untuk menambahkan teknologi GPS dan LBS pada aplikasi *mobile augmented reality* promosi makanan tradisional Indonesia yang dikembangkan ini sebagai informasi berbasis lokasi.



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