Design Virtual Fitting Room as a Solution in the use of Muslim Clothesin Halal Fashion Industry

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Abstract. The development of technology is currently very rapid, which uses multimedia-based technology, one of which is Augmented Reality. Augmented Reality is a technology that combines two-dimensional objects or three-dimensional objects into the real environment around the user in real time. AR itself has been widely used in everyday life, even AR is also used as a means for doing business. AR can be an alternative solution for trying on clothes. The purpose of the Virtual Fitting Room is as a solution for the use of Muslim clothing in the fashion industry, which can help users choose clothes that suit their wishes and needs. The research method used is qualitative about the collection of Muslim Clothing with the markerless method. In this case, the focus of research is on user opinions regarding Virtual Fitting Room. The results obtained from the researchers are the Virtual Fitting Room application which is equipped with Augmented Reality technology to create a reality-based interface. Marker based augmented reality uses a marker in the form of an image that can be detected by the camera. Meanwhile, Markerless based augmented reality detects the shape and movement of objects, one of which is target detection.

Keyword: fashion, virtual fitting room, markerless, user, augmented reality.