The development of technology has increased very rapidly in various aspects, one of which is the technology of Augmented Reality (AR) in the field of education. Teaching and learning processes applied often still adopt books and 2D drawings which are considered less attractive hence students become quickly bored. With the use of augmented reality technology, making learning media becomes more interesting and enjoyable for students because they can imagine 3D models in real time by combining the real world with the virtual world displayed via smartphones. The design of augmented reality applications is made by utilizing Unity 3D software and designing 3D models using Marvelous Designer software then giving the appearance and texture design to traditional custom clothing by using Adobe Photoshop software. The purpose of this thesis writing is to design an android-based augmented reality learning media application as an introduction to traditional clothing in Indonesia in the form of 3D objects with the Multimedia Development Life Cycle (MDLC) method which is expected to help facilitate students in learning various kinds of traditional clothes in Indonesia. The result of testing this application indicates that the application of this learning media is worthy to be used as a teaching aid in the learning process in enhancing students' understanding of traditional clothing in Indonesia

**Keyword:** Augmented Reality, Android, Learning Media, Traditional Customary, MDLC.