



**USER EXPERIENCE OF AUGMENTED REALITY IN GOOGLE
LENS TECHNOLOGY FOR FULFILLING FOREIGN
LANGUAGE INFORMATION NEEDS**

THESIS

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ABSTRAK

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Pembimbing : Andi Pajolloi Bate, S.I.Kom., M.A., M.B.A.

Penelitian ini bertujuan untuk memahami pengalaman pengguna dalam memanfaatkan teknologi *Augmented Reality* pada *Google Lens* sebagai alat bantu penerjemahan bahasa asing, khususnya dalam konteks komunikasi digital dan komunikasi antarbudaya. Dengan pendekatan fenomenologi Alfred Schutz, penelitian ini menggali motif tindakan pengguna melalui wawancara mendalam terhadap lima informan. Hasil menunjukkan bahwa *because motive* meliputi faktor seperti ketersediaan aplikasi secara default, kebiasaan menggunakan *Google Translate*, hingga rasa ingin tahu; sementara *in order to motive* mencakup tujuan seperti efisiensi kerja, penerjemahan cepat saat bepergian, serta memperlancar interaksi lintas budaya. *Google Lens* terbukti memberikan kemudahan dalam memahami teks asing secara instan, meningkatkan kepercayaan diri pengguna, dan menjembatani kesenjangan bahasa dalam situasi lintas budaya. Namun, kendala seperti keterbatasan akurasi pada bahasa non-Latin dan gangguan teknis juga diidentifikasi.

Kata Kunci : *Google Lens*, *Augmented Reality*, Komunikasi Antarbudaya, Komunikasi Digital, Fenomenologi

ABSTRACT

Name : Ahmad Nurdiansyah Ahadi Setiawan

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Thesis Report Title: User Experience of Augmented Reality in Google Lens

Technology for Fulfilling Foreign Language Information Needs

Supervisor: Andi Pajolloi Bate, S.I.Kom., M.A., M.B.A.

This study aims to explore user experiences in utilizing Augmented Reality technology through Google Lens as a tool for foreign language translation, particularly within the context of digital and intercultural communication. Using Alfred Schutz's phenomenological approach, the research investigates users' motives through in-depth interviews with five informants. Findings indicate that motives include factors such as default app availability, habitual use of Google Translate, and curiosity, while in order to motives involve goals such as increasing work efficiency, translating text while traveling, and facilitating cross-cultural interactions. Google Lens has proven to ease instant foreign text comprehension, boost user confidence, and bridge language gaps in intercultural contexts. Nonetheless, challenges such as limited accuracy in non-Latin languages and technical disruptions remain.

Keywords: Google Lens, Augmented Reality, Intercultural Communication, Digital Communication, Phenomenology

FOREWORD

Praise be to the author for all His graces and guidance so that the author can complete a thesis entitled "User Experience of Augmented Reality in Google Lens Technology for Fulfilling Foreign Language Information Needs" as one of the requirements to obtain a Bachelor of Communication Science degree at Universitas Mercu Buana.

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Jakarta, 31 May 2025



Ahmad Nurdiansyah Ahadi Setiawan



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