



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



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ABSTRAK

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Judul Laporan Skripsi : Pengalaman Penggunaan *Augmented Reality* Pada Teknologi *Google Lens* Dalam Pemenuhan Kebutuhan Informasi Bahasa Asing

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.

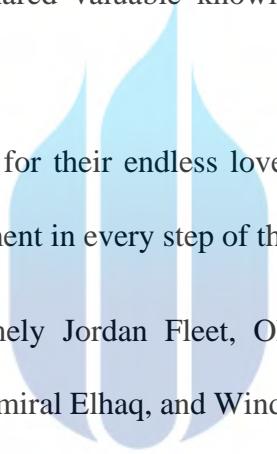
Keywords: Google Lens, Augmented Reality, Intercultural Communication, Digital Communication, Phenomenology

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.

The preparation of this thesis is certainly inseparable from the help, support, and prayers of various parties. Therefore, with all humility, the author expresses his greatest gratitude and appreciation to:

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The author realizes that this thesis is still far from perfect. Therefore, constructive criticism and suggestions are highly anticipated for future improvements. Hopefully, this thesis can be useful for all interested parties.



Jakarta, 31 May 2025

A handwritten signature in black ink, appearing to read "Ahmad Nurdiansyah Ahadi Setiawan".

Ahmad Nurdiansyah Ahadi Setiawan

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TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT PAGE	ii
ENDORSEMENT PAGE	iii
PUBLICATION CONSENT STATEMENT PAGE	iv
ABSTRAK	v
ABSTRACT	vi
FOREWORD	vii
TABLE OF CONTENTS	x
IMAGE LIST	xii
TABLE LIST	xiii
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Focus	8
1.4 Research Benefits	9
1.4.1 Academic Benefits.....	9
1.4.2 Practical Benefits	11
CHAPTER II LITERATURE REVIEW	12
2.1 Previous Research	12
2.2 Theoretical Studies	22
2.2.1 Digital Communication & New Media.....	22
2.2.2 Cyber Culture.....	25
2.2.3 Intercultural Communication.....	26
2.2.4 Artificial Intelligence (AI) on Google Lens	28
2.2.5 Fulfillment of Information Needs	30
2.2.6 Alfred Schultz's Phenomenological Theory	31
CHAPTER III RESEARCH METHODOLOGY	33

3.1 Research Paradigm	33
3.2 Research Methods	34
3.3 Data Collection Techniques	36
3.3.1 Primary Data	37
3.3.2 Secondary Data	38
3.4 Research Subjects	39
3.5 Data Analysis Techniques	41
3.6 Data Validity Techniques	45
CHAPTER IV RESULTS OF RESEARCH AND DISCUSSION	47
4.1 Overview of Research Objects	47
4.1.1 Informant Profile.....	50
4.2 Research Results.....	50
4.2.1 Getting to Know Your Experience	51
4.2.2 Exploring Why and What It Means to You	66
4.2.3 Your Interaction with Others and Different Situations.....	81
4.2.4 Reflecting on the Bigger Picture.....	93
4.2.5 Fun and Personal Stories.....	112
4.3 Research Discussion.....	144
CHAPTER V CONLUSION & SUGGESTIONS	217
5.1 Conclusion.....	217
5.2 Suggestions.....	219
5.2.1 Academic Advice	219
5.2.2 Practical Advice	220
BIBLIOGRAPHY	221
ATTACHMENT	225

IMAGE LIST

Figure 1. 1 Google Lens with Translate Feature	2
Figure 1. 2 User Statistics: Total Population, Mobile Users, Internet, and Social Media	4
Figure 1. 3 Amount of Time of Use	5
Figure 1. 4 Some of the main reasons for using the internet.....	5
Figure 3. 1 Schematic of the Interactive analysis model by Miles and Huberman	42



TABLE LIST

Table 2. 1 Previous Research	17
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