

ABSTRACT

The temple is one of the cultural heritage in Indonesia. One of them is The Muaro Jambi Temple in Jambi Province. Many artifacts have been found, but people are not informed about it. The purpose of this research is to find out the cause of why are they less informed about the artifacts and to find solution to overcome this problem. The analysis used in this study is qualitative methods by using an emotional approach and SWOT matrix analysis. Qualitative methods with an emotional approach is used to analysis data that have been, obtained it is continued with the SWOT matrix analysis to get the solution dealing with this problems. From the analysis of known that teenagers are not too aware of the Muaro Jambi Temple and artifacts has been found because of lack information. According to the SWOT matrix analysis, the solution of the problem to designing information about the temple especially about the artifacts.

Keyword : grapichal user interface, media, Muaro Jambi Temple