

ABSTRACT

Bandung is a city with the largest talent and creative industry community in Indonesia filled with musicians and musical activists extraordinary since the first, even used as a barometer of domestic music. The creative economic ecosystem of the music sub-sector is able to become a locomotive for other creative sectors because it has a long-established ecosystem ranging from artifacts/history, facilities, creative space, markets, and strong support systems. But at the same time, the greater mobility of individuals, cultures, and ideas that are then transformed into global networks such as the internet, making the interest in music tourism fading and getting less attention from the general public. Departing from that, in designing this final task will be made a guidebook with the purpose as a medium of information that invites the general public to know will the introduction of Bandung as a city of music and understanding. The research method is done through literature study, interview, and observation and analysis done by SWOT method to know the big idea for designing. The conclusion of this research is expected with music destinations as tourism able to increase the potential of the creative economy and increase the value of musicians in Bandung.

Keywords: Book, Guide, Music, Tourism.