

ABSTRACT

Music is an element that is very close to human life and until now in general there is nothing that can be separated from musical activities. Not only sounds and sounds, the elements in music in the form of tone, rhythm, and harmony are elements that can create beauty in music. One result of the influence of popular culture that entered Indonesia was folk music. This makes folk music develop in major cities in Indonesia, one of which is the city of Bandung. Given the idea that people can represent the identity of society for all conflicts and exoticism, media information is needed as an archive to explain how history and development are, for the popularity of folk music in the city of Bandung. Often the track record of a music group or musician just disappears, so it cannot be enjoyed by the next generation. Through this, information can be known by future generations that what is being done is continuing from the past generation. In the end, an effort to recap and design information media about the development of folk music in the city of Bandung. This study uses qualitative data collection methods and methods of the AIO approach (Activity, Interest, Opinions) to determine the characteristics of the audience, as well as the SWOT analysis method to determine the advantages and disadvantages of the media to be designed. The information media designed is a picture book where the target audience is in the city of Bandung. The importance of teenagers knowing about history because they live in the present is not the past, and history is learning for the future.

Keywords: Books, Music, Folk, History, Development, City of Bandung