

## **ABSTRACT**

Ulos is a symbol of the Batak tribe. Ulos or commonly called ulos cloth is one of the typical fabrics from Indonesia. Ulos cloth has been conserved and also developed by the Batak community in North Sumatra. From the Batak language, ulos which means cloth. But in this modern era, ulos have begun to be forgotten by young Batak people. Many of them do not know about ulos. The lack of information media discussing customs in the Batak tribe makes it difficult for these young people to get information about important warfare from ulos and Batak tribal customs. From this phenomenon the author wants to make a technology-based information media that will be easily accessed by the public, especially Batak adolescents, to learn about the functions and uses of ulos. For data collection, the instruments used are visual observation, interviews, questionnaires and literature studies. The approach taken in this design is an approach around information that explains the use and function of ulos in Batak culture. In this study it can be concluded that the design of this information media is the right media to invite the next generation of Batak people to learn about Batak customs. The design of information media is focused on ethnic elements and innovations that are visualized with visual trends that are in line with current trends.

**Keywords:** Information Media, Batak Ulos