

ABSTRACT

Indonesia is a country that has a very abundant diversity of tourism and culture, giving birth to a diversity of tourist attractions in each region, without realizing that cultural heritage buildings can be a place of tourism. One example included in the Group A Cultural Heritage building is Gedung Merdeka / Museum of the Asian-African Conference which is one of the iconic buildings of the city of Bandung. However, there are still many people who do not know the history of Gedung Merdeka as a cultural heritage building and there is no interactive information media that discusses the History of Gedung Merdeka. In this study using qualitative methods, with data collection through Observation, Interviews, Questionnaires, and Literature Studies. Pop-up Book is a book that has the contents of parts that can move when opened the page or has 3-dimensional elements that have benefits as a learning resource that contains images and information. By using a combination of Pop-Ups, illustrations, visual styles, typography, and colors are quite effective in making Pop-Up Books more attractive and easier to understand the information available.

Keywords: Building, Cultural Heritage, Gedung Merdeka, Pop-Up, Illustration