

ABSTRACT

Music has appeared in our life since about 100,000-180,000 years ago. Starting from music that is fully categorized as art, like classical music. Until, popular music, such as jazz, rock, pop, hip-hop, *metal*, and others. Starting from when music can only people listen to come to music concert, until easily can be accessed with smartphones. One of the music media that had been booming and has now appeared again, is a *mixtape*. *Mixtape* is a compilation of music created independently of listeners who are usually copyrighted, and coming from other sources, arranged in a specific order. This compilation is usually made with a particular theme, such as favorite songs, music era, depicting movies / literature, to a certain everyday-mood. From the first *mixtape* made using only compact audio cassette, to be easily found in various *platforms* on the internet, and even now made complete with album art that describes the content of the *mixtape*.

This study aims to make the design of information media, which can talks thoroughly about the development of *mixtape* in Bandung. Meanwhile, the analysis will use qualitative method, with visual communication design approach, and SWOT analysis.

From the collected data, and the analysis that has been done, the author hope the public can have a chance to know how the development of *mixtape* in the city of Bandung.

Keywords: Music, *mixtape*, development, and media information.