

ABSTRACT

Indonesia is famous for its fertile land and natural wealth. One part of agriculture, namely the plantation sector has an important role in the Indonesian economy as well as foreign exchange income. The difficulty of finding green scenery in urban areas, consumer behavior, instant culture makes the younger generation do not care about the history of Indonesian plantations. The city of Medan became the first city to have a plantation museum, which was inaugurated December 10, 2016. The lack of information about this plantation museum and the lack of a concept of messages and visual concepts integrated in several existing information media have not been able to build maximum awareness in the surrounding community and knowledge of plantation history. The research method used was observation, interviews with the manager of the plantation museum, distributing questionnaires to the target audience, and reading books related to the issues raised. The analysis method used is SWOT analysis. The expected result is a booklet that provides information with illustrations of the Museum of Plantation and the history of plantations that are easy to understand. The benefits gained by the booklet will increase brand awareness, increase historical knowledge, and attract visitors.

Keywords: Booklet, Information Media, Plantation Museum of Indonesia