

Abstract

Indonesia is a country with a very diverse ethnic and cultural diversity and heritage. The legacy includes traditional crafts, jewelry, culinary, and even culture. One of them is Tapis cloth which is a cultural heritage of Lampung area. Tapis is a typical Lampung cloth which has a rich variety of decoration. Tapis fabric is made of cotton yarn woven and has a motif that is sewn using gold or silver thread. Because the development of the times makes the values contained in the Tapis cloth to be shifted and forgotten. Because of this, many people currently do not care about the filter cloth and the values in it. Responding to this phenomenon, it will design information media that explains the Tapis fabric and the values contained in it through books. In this design, the method used in data collection is the qualitative method and the SWOT analysis. It is expected that the design of a book on Lampung Tapis cloth can make people more concerned and interested in Tapis fabric and the values in it so that it is always preserved.

Keywords: *Tapis Lampung, Information Media.*