

ABSTRACT

: Jamu is Yogyakarta's attraction, one of the cities of choice for health tourism, set by the Ministry of Tourism and Creative Economy in 2021. The preservation of jamu should always be done to support the program. However, with the times, the consumption of jamu, especially among youth, has decreased. The decline is due to the lack of attractiveness and information and stigma regarding jamu, so people, especially youth, feel that jamu is an "old man's" drink. The problem based on the phenomenon is: How to design exciting and appropriate information media about traditional jamu, especially in the Yogyakarta area? Efforts to preserve jamu can be made in various ways. One is providing information regarding jamu in Yogyakarta using interesting, practical, and fun media. This research used a comparative analysis method of similar media and SWOT analysis based on supporting theory, visual observation data, and interviews with jamu SMEs in Yogyakarta so that results could support efforts to preserve Yogyakarta's jamu. Submission of information about the types of jamu available and the materials used through the information media is expected to positively affect the preservation of jamu so that youth audiences have an idea of jamu and consume it daily.

Keywords: *jamu, information media, Yogyakarta, zine*