

ABSTRACT

This research aims to design a zine as an innovative information medium to introduce the history of Indonesian music to generation Z. By taking Museum Lokananta as a case study, this research analyzes how visual elements, typography, and narration in the zine can influence generation Z's understanding of Indonesian music history and literacy. Through a qualitative approach and content analysis, this research analyzes the needs of generation Z for music history information and designs an innovative zine design concept. The results of this research are expected to contribute to the development of information media that is relevant to the interests and needs of generation Z.