

ABSTRACT

Simalungun Museum visits are decreasing. According to data, there are at least visits in early 2019 to elementary school children aged 6-12 years. When making observations, it turned out that the lack of interesting information media was one of the reasons for the decline in visits. Not only that, the items in the museum are also less clearly visible. With this problem, an effort is needed to attract the interest of elementary school students aged 6-12 years. One of the efforts made is with an information media in the form of picture books using illustration techniques. The reason for using this illustration book is because it is based on the characteristics of children who like illustrations, models, pictures & activities that make them happy. The illustration book will present information about the Simalungun tribe that has been packaged in the Simalungun museum. Starting from the history and collections of the Simalungun museum. It is hoped that the presence of the Simalungun Museum illustration book can help the Simalungun Museum introduce the Simalungun Museum to the wider community, especially elementary school students aged 6-12 years and the results of this design do not only pursue function and aesthetics, but also appreciate cultural preservation efforts in the form of creativity. in providing information.

Keywords: *Simalungun Museum, illustration, information*