

ABSTRAK

Kaur regency has a lot of beautiful destinations to visit, like some landscape views, the heritages, the architectur buildings and the culinaries. The media information about the natural tourism of Bengkulu, especially Kaur regency, didn't discovered spesifically yet. Writer use the qualitative method in wrote this thesis. The first step is finding the datas from literature, interview and obervation. SWOT method used to knowing the strenght, weakness, opportunity and threat from this thesis. From the explanation above, it needs a media information which give the reader the cause of why Bengkulu citizen hasn't know the natural tourism potention in Kaur regency yet. This media information which is made to be a photography book, is adapted by observation of people aged 20-30 years old. The book entitled "Romantis Kaur" which described about the potential of kaur district's nature tourism, featuring an amazing picture and using an lightweight language so that the message which want to described is easy to understand

Keywords : Book, Photography, Natural tourism.