

ABSTRACT

PHOTOGRAPHY BOOK DESIGN OF KARST TOURISM

IN MAROS DISTRICT SOUTH SULAWESI

By:
MUHAMMAD FARHAN FACHRIANSYAH AMIEN
1401130521

Maros District on South Sulawesi Province has many interesting natural sites with historical values. Based on this potential, the Department of Culture and Tourism Maros created a program called 'Educational Tour'. This program provides recreation activities as well as education about the natural and historical knowledge that contained in the three tourist destinations, which are Rammang-Rammang, Leang-Leang, and The National Park Bantimurung which targets the general community, particularly on educational institutions from elementary school to college students. The Department of Culture and Tourism Maros already did some form of promotion about the program, one of them is photo-book. However, based on the explanation of Mr. Samsir as Head of Creative Economy, the scope of the book is too broad and the information explained about the karst tourism is not complete. The design's method used by the author is a qualitative method. In the process of data collection and analysis, the writer distributing questionnaires, interviews, and observations. The author uses comparative analysis to analyze the data. Based on the explanation above, it needs photo-book design with informative content and attractive in terms of design. This book will explain the three potentials tourism destination of Maros, which are Rammang-Rammang, Leang-Leang, and the National Park Bantimurung through photographic display with informative text, describing the beauty, uniqueness and historical value contained. The author hopes the design of this tourism photo-book can be instrumental in helping the promotion of 'Educational Tour' program that belongs to the Department of Culture and Tourism Maros.

Keywords: Book, Photography, Promotional, Maros Tourism, Karst.