

ABSTRACT

Pemalang has many beautiful natural attractions and has not been widely known by tourists from various regions. In 2015 to 2018 many new tourist objects resulted in tourists experiencing an increase, but in some tourism sectors experienced a decline. Disapora has used books as one of the tourist information media that is benefited by tourists. On the other hand, book content has been considered good, but it has not been supported by aesthetic aspects of visual design. To answer these problems, redesign activities will be carried out based on data from literature studies related to relevant theories, observing visual objects from several tourism books, interviewing photographers, and distributing questionnaires to the target audience of the book. After the data is collected, it will be analyzed through a comparison matrix to get results that can be a reference for redesign activities in terms of visual content so as to increase the interest of tourists to visit the desired tourist sites and be able to convey messages from the tourism book itself.

Keywords : tourism, guidebooks, media, disapora