

ABSTRACT

Bandung as Paris van Java Various locations factory outlet shopping in the city, always visited by many tourists outside Bandung. Shopping one Cibaduyut area which is a good place to bring the family shopping.

Based on analysis of data obtained from various sources, mainly SMEs that Cibaduyut Footwear shoe stores in Cibaduyut decrease considerable turnover worried and affect the visitors. During this catalog Cibaduyut always relied and still rely less on the media information that is clear enough to approach to the surrounding community.

The method used is the method qualitative, interview and SWOT analysis. Media are made is a book that contains information and illustrations that explain local products Cibaduyut. Benefits of this book is the media, easier for people to understand better the local products made in Cibaduyut especially handmade shoes.

Keywords :Cibaduyut shoe's industry , decline in visitors , information media approach , illustrated books , local products Cibaduyut .