

Abstract

Garut of West Java province is a potential tourism area in Indonesia because of its variety of natural objects, waterfalls for example. Due to the lack of promotion and information of these waterfalls, tourists tend to choose other alternatives. Based on data, there are still unstable number of touristes visitation. Therefore an e-book to promote the Garut waterfalls is required. E-book media is selected, motivated by the development of digital technology and mobile devices. This e-book segmenting on men and women at range of 17 years old upper, middle, urban communities, also sport and challenges enthusiasts. The data collecting methods used here consist observations, interviews, literature studies, and questionnaire. Matrix analysis and AISAS (Attention, Interest, Search, Action, and Share) analysis. This e-book is chosen in order to cut paper production that will save printing cost and make the promotion more effective. This e-book contains the information of tourism objects, operating hours, the map of Garut waterfall tour, photography, and 17 seconds video clip to illustrate more details. Hopefully by using this e-book, potential tourists will be well-informed about the tourism objects will be visited and helps to choose the waterfall tour in Garut.

Keywords: Garut, Tourism, Waterfall, Promotion, E-book