

ABSTRACT

Purwakarta is a district in West Java, Indonesia. Since its current Purwakarta Regent H. Dedi Mulyadi, SH inaugurated in 2008, Purwakarta experienced a rapid growth in various fields, one of which is tourism. This can be seen from the performance level figures of tourist visits in 2012 and 2014 that exceeded the initial target of local government.

Currently attractions listed by local governments as much as 13 attractions. However, the use of media information by the local government Purwakarta is not running. Therefore, the attractions visited by tourists have yet to be explored fully. There are still a lot of unknown information about the attraction by tourists.

In designing the travel guide book, author uses the method of observation of similar books, literature of several books related, questionnaires to respondents and interviews to the related informant. The theories used are theories about the book, design theory, and the theory printing, tourism theory, and the theory of matrix analysis. Based on observations, interviews, questionnaires, and matrix analysis, the authors designed a tour guide book to help tourist to get information about tourist attractions in Purwakarta.

The results of data collection is Purwakarta tour guide book that contains information (common and unique) about tourist attractions in Purwakarta, hotel/lodging, transportation, and travel plan. This guide book can introduce and provide information about tourist attractions in Purwakarta to the tourists.

Keywords: Tour, Book, Tourist, Guide, Information