

ABSTRACT
BOOK DESIGN PHOTOGRAPHY
TOURISM IN DISTRICT LEMBANG
WEST BANDUNG DISTRICT

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Lembang district has many tourist destinations which interesting to visit such, nature, culture, architecture, and culinary. Knowledge and information on the potential of nature tourism in the district Lembang, West Bandung in particular districts not yet found a book which contents information specifically majority photography. The design method used by the author is using qualitative methods. The first step to find data from literature, interviews and observation. SWOT method to determine the strengths, weaknesses, opportunities and threats of in-depth study. From the above explanation, needed an information medium that can deliver a message and can make tourists more interested in the few tourist destinations in sub dent. Information media created, namely photography books adapted to the observation of the age of 20 -30 years. The book is titled "A wonderful Lembang" that describes the potential of the sub-district travel for Lembang, featuring an interesting photo and using language that is lightweight so that the message is easy to understand. The expected design of this photography book will be helpful to the Department of Culture and Tourism of West Bandung and Lembang District to promote the many attractions to be there.

Keywords : *Books, Photography, Tourism, Promotional Media, Lembang District.*