

ABSTRACT
PHOTO-BOOK DESIGN
FOR '10 CULINARY ICONS' OF MAKASSAR

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Indonesia is a well-known country for its delicious and diverse culinary. Various typical cuisine of each region in Indonesia has brought many tourists, both local and foreign. Makassar is one of Indonesia's region that is famous with its distinctive culinary and is heading towards tourism development. In 2016 the Department of Tourism and Creative Economy of Makassar had been released '10 Culinary Icon' which became a culinary mainstay of this 'Daeng City'. However, the promotion of Makassar's distinctive culinary still relatively lacking, as evidenced by the Indonesian community insight is limited to only certain food. In the process of the study, the author used qualitative research methods and SWOT analysis as a method of analysis. From the explanation above, it takes a special promotional media for '10 Culinary Icons' of Makassar which will provide information on Makassar's distinctive culinary. Media that will be designed is a photo-book which will be specified to the target age of 20-40 years old, using a visual storytelling approach in order to be able to engage the people of Indonesia as potential tourists. This culinary photo-book design is expected to help the Department of Tourism and Creative Economy of Makassar to attract both local and foreign tourists. In addition, the culinary photo-book that is educative, expected to increase public awareness of Indonesian community about the distinctive culinary of Makassar culture's wealth.

Keywords: Photo-Book, Photography, Culinary, Promotional, City of Makassar.