

## **ABSTRACT**

Waterfalls in Purbalingga have great natural tourism potential, but the lack of visual documentation hinders their attractiveness. This research designs a digital catalog of landscape photography featuring five selected waterfalls in Purbalingga: Curug Sumba, Karang, Panyatan, Duwur, and Nini. The methods used include observation, interviews with DINPORAPAR Purbalingga and visitors, and landscape photography analysis. The result is a flipbook-based digital catalog that can be accessed online, featuring visual documentation and travel narratives of two explorers. The catalog is supported by promotional media such as videos, posters, calendars, t-shirts, and tote bags to increase the attractiveness of waterfall tourism in Purbalingga. It is hoped that this catalog can increase public awareness and tourist interest in the waterfalls.

Keywords: digital catalog, landscape photography, waterfall, nature tourism, Purbalingga