

ABSTRACT

This research addresses the lack of attractive and communicative tourism information for Kota Pariaman, a rapidly developing city in West Sumatra with significant potential in marine tourism, culinary, and culture, but largely unknown to outsiders. Current promotional efforts are suboptimal, with information scattered and not presented in a visually engaging format appealing to younger generations who prefer visual content. This study aims to design a zine as a visually appealing and structured nautical tourism guide for Kota Pariaman, enhancing information accessibility for tourists through engaging print media. Employing a qualitative research approach, data was collected via observation, structured interviews, questionnaires, and literature review. The design process utilized methodology. The findings indicate that the existing minimal and unengaging tourism information significantly impacts tourists, especially youth. The designed zine offers an effective and relevant alternative, presenting personal, creative, and visual content concisely and attractively, specifically for younger audiences. Ultimately, this zine serves not only as a promotional tool but also as an educational and documentation medium, consolidating the region's diverse potential through visual communication design, thereby strengthening Pariaman's image as a premier destination in West Sumatra

Keywords : *Nautical Tourism, Pariaman, Zine.*