

**Perancangan Buku Fotografi Esai “Exploring Batu” Untuk Usai 21-30  
Tahun Guna Meningkatkan Daya Tarik Wisata Kota Batu**

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**Abstract**

Batu City, which has become a tourist destination in East Java, is considered a place to spend time during a vacation. These tourist attractions make Batu City a tourist city which has become a characteristic of the main tourist attraction so that many tourist attractions are found growing in Batu City. With so many existing tours having an impact on tourist attractions that have decreased in attractiveness due to competition and lack of information about tourist attractions. Therefore we need information media that can attract tourists. Therefore, a design was made with the aim of getting a visualization of the concept through the media of an essay photography book that contains information and interesting facts about tourist attractions in Batu City to further increase the attractiveness of tourists to visit. The design method used is a creative communication design method combined with qualitative data collection methods. This essay photography book carries a nature photo style, with dimensions of 25 cm x 31 cm with a total page thickness of 430 pages, full color, soft cover binding, and published in the form of an online flipbook published through the Issuu.com website. The conclusion of this design is to get a visualization of the concept of an essay photography book to provide information on tourist attractions and attract tourists through the media of essay photography books and other supporting media, namely bookmarks, tote bags, photo sheets, stickers, and drinking bottles.

Keyword: Essay Photography Book, Nature Photography, Batu Tour, Batu City