

**PHOTO BOOK DESIGN "FARMERS OF RANU PANI"
TO PROVIDE VISUAL INSIGHTS TO POTENTIAL TOURISTS**

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Abstract

The tourist village, Ranu Pani is located on the slopes of Mount Semeru, precisely in Senduro District, Lumajang Regency, East Java. The people's main livelihood is as a farmer, which has been done for generations. At first, local farmers were corn and garlic farmers. However, in the 90s, farming patterns changed, and local farmers began to recognize and grow potatoes, cabbage, and leeks until now. Because this village is located in the Bromo Tengger Semeru National Park area, most of the visitors who come are only interested in the tourism side, not from the agricultural side. Therefore, a design was made that aims to provide visual insight. There are two methods used, qualitative method as a research method, and visual communication design as a design method. The resulting design is a photography book measuring 22 x 16 cm with 86 pages using hardcover, of which 80% consists of full-color photos and 20% in the form of text, as well as with supporting media in the form of: booksleeve, bookmark, postcard, poster, tote bag, and social media Instagram.

Keywords: *Photo Book, Photography, Farmers of Ranu Pani, Ranu Pani*