

**DESIGNING A LIFE FROM THE EARTH PHOTOGRAPHY ESSAY
BOOK TO RAISE AWARENESS OF THE IMPORTANCE OF
PROTECTING THE ENVIRONMENT**

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Abstract

In this case, waste cannot be kept away from humans, but can be minimized by getting the public's attention to have awareness of how important it is to dispose of waste in its place, and to be able to preserve nature. This design was made by combining elements of photography. Another problem is the lack of people who can provide awareness to the public to protect the environment by using the medium of photography. The design of the photography essay book "Life From The Earth" uses two types of methods, namely the research method and the design method. The author uses qualitative methods as research methods and visual communication design methods based on aspects of visual communication design. In the qualitative method, data is collected through observation, documentation, and interviews. The analytical method used is descriptive analysis method. Some of these tourist attractions are very frequently visited by visitors. The more crowded the place is, it is possible that the amount of waste will grow around the tourist area. Therefore, as a solution to this problem, a photographic essay book "Life From The Earth" was designed which aims to make people aware of protecting the environment through the visual form of several tourist attractions. The result of this design is a book measuring 20 x 20 cm with 80 pages consisting of 80% full-color photos and 20% text, as well as supporting media in the form of: clothes, hats, tote bags, lanyards, key chains, notebook, and tumblr

Keywords: *Photography Essay Book, Photography, Ranu Pani Village, Malang City, Balekambang Beach*