

PHOTOGRAPHY BASED CATALOG BOOK DESIGN AS MEDIA INFORMATION AND PROMOTION OF TOURISM IN THE CITY OF BALIKPAPAN

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Abstract

The City of Balikpapan has seen an increase in regional income, including from the tourism sector. Tourism is a means and a need for every human being to get entertainment and meet other needs. With the media and information facilities, along with the promotion of tourism spots in the City of Balikpapan, which are still few and receive little attention, It takes an interesting and adequate container of information to convey it through a medium. So that many people and tourists are interested in visiting and promoting a certain place. Among other things, this is done through the media of information and promotion through book catalogs. With the design of the catalog book that prioritizes visuals from camera photos, it is hoped that the public will be more interested in knowing and visiting places in the city of Balikpapan. The design method used is a qualitative design method that collects data through several stages and methods, namely interviews, observation, and literature study, along with documentation. This photography-based catalog book prioritizes visuals in the form of photos, which are as much as 70–80%, and then text and information content, which is only around 15–10%. In this design, the book measures 23 x 25 cm with a total of 100 full color pages and uses a hardcover binding with matte laminate. The conclusion of this design is to get the concept and visualization of a photography based catalog book. So that it can attract the attention of tourists. Then the design is also supported by various supporting media, such as mugs, tumblers, bookmarks, tote bags, and t-shirts. Then there is also promotional media in the form of teaser videos that last 30–60 seconds and promotional designs through social media.

Keywords: *Catalog Book, Landscape Photography, Tourism, Balikpapan City*