

ABSTRACT

The Lima Dieng Baru Tourism Area in Wonosobo Regency, Central Java is a tourist spot that is rarely known by the public but has excellent tourism potential. There is no media that specifically promotes the New Lima Dieng Tourism Area. The promotion is only limited to oral but does not have specific media. Therefore, it is necessary to have promotional media containing information, as well as tourist visuals in the Lima Dieng Baru Tourism Area, namely interactive digital catalogs. In the data collection process, this research uses qualitative research methods and SWOT analysis. The purpose of making this digital catalog is to promote the Lima Dieng Baru Tourism Area which in the digital catalog contains tourism visuals, tourist information, tourist maps and tourist facilities which aim to introduce the Lima Dieng Baru Tourism Area to the public, especially those outside the area. Wonoosobo Regency. After going through the research stages, it was found that the Lima Dieng Baru Tourism Area really needs a digital catalog that is in accordance with the positioning of the Lima Dieng Baru Tourism Area, namely tourist attractions that provide new experiences and present natural beauty and cool air.

keywords : digital catalog, photography, promotion, tourism.