

ABSTRACT

In recent years, Indonesia has faced the COVID-19 pandemic, resulting in declines across all sectors, including the economy, manufacturing, and tourism. The tourism sector has been significantly impacted, and one of the tourist areas affected by the pandemic is Banyumas Regency. Banyumas Regency offers a variety of tourist attractions that can be destinations for both local and international tourists; however, due to the pandemic, tourist visits have decreased. Hence, the need for a photography catalog book as a medium to assist visitors in obtaining information about tourism in Banyumas. In the data collection process, this research employs qualitative research methods and SWOT analysis. The objective of creating this photography catalog book is to promote Banyumas Regency's tourism. Within this catalog, there are visual depictions of attractions, tourist information, facilities, and a map aimed at promoting tourism in Banyumas Regency, particularly targeting visitors from outside the regency. Following the research phases, it was discovered that Banyumas Regency's tourism greatly requires a catalog book aligned with its positioning, which combines urban and natural attractions present in the Barlingmascakep area. This way, tourists can experience a unique atmosphere compared to other tourist destinations. This book also employs a modern design style, ensuring that readers remain engaged and not become bored while reading it. The catalog book is supplemented with various supporting media such as x-banners, stickers, posters, Instagram feeds, and leaflets.

Keyword : Catalogue book, Photography, Promotion, Banyumas Tourism