

## ***ABSTRACT***

The leading natural tourism in Tegal Regency is tourism that already has a lot of potential in it. However, there is no media that specifically summarizes superior natural tourism and at the same time serves as a promotional medium. The promotions carried out were only limited to social media from each existing tour. So it is necessary to have promotional media in the form of brief information and descriptions of superior natural tourism in Tegal Regency, namely a photography catalog. In the process of collecting data, this research uses qualitative research methods and SWOT. The purpose of making this photography catalog is to promote the superior tourism of Kab. Tegal in which there is information about the location, facilities, and uniqueness of each tourist destination. This catalog is designed using an attractive design concept and in accordance with a younger target audience. The results of this catalog development are expected to increase the promotion and marketing of natural tourism in Tegal Regency, as well as provide interesting and attractive information for potential visitors.

Keywords: Tegal Tourism, books, Photography