

ABSTRACT

Baturraden sub-district, Central Java province, is a potential tourist area in Bayumas because of the diversity of natural objects it has, one of which is a waterfall. However, the lack of promotion and introduction to waterfall tourism makes it less well known so tourists choose other alternatives. Therefore, a promotion is needed in the form of a catalog book, based on the needs of DINPORABUDPAR to assist tourists from outside the region to bring tourists to Bayumas. The target for making this catalog book is men and women 21 years and over, middle and upper social class, urban people, with personalities interested in adventure activities or traveling. For this reason, the authors collect data (observations, interviews, documentation and literature) and analyze it using SWOT analysis. The making of the book was chosen with the hope that it could serve as a media promotion and tourist information for the Baturraden waterfall. This catalog book contains information on tourist attractions, maps of Baturraden waterfall attractions, photography and Qr-codes as location points on google maps of Baturraden waterfall.

Keywords: *Book Catalog, photography, promotion, Curug natural tourism, Baturraden*