

ABSTRACT
GUIDE BOOK DESIGN OF KLATEN
CULTURE TOURISM

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Klaten, is a district wich holds a very rich potential. Its culture potential should able to drive Klaten bare one of the best destinations of cultural tourism in together with Solo and Yogyakarta.

Information about the potential of the cultural tourism are less presented, so lot of the destinations are becoming less attractive to tourists. This problem certainly affects the dissemination of information on tourism and science potential both in context of cultural heritage and craft. Moreover, the interests of culture potential are still low as seen from amount of tourists visiting the cultural tourism destinations. The main purpose of this research is to design a travel guide book that enhance characteristic of Klaten so that the local culture can become more attractive to the public.

In order to solve the problems above, writer managed to obtain the needed data by using observation methods on the object of research, reading the related literature, and interview key people. After collected the data, writer will design a guidebook and medias that can support the guidebook such as travel maps, belly binding, postcards, and the book packaging.

Hopefully, this thesis, will be able to help Disbudparpora Klaten in terms of strengthening the image of tourism and designing appropriate medium to deliver information to the public so that they are becoming more aware of the existence of culture tourism.

Key Word : Culture Tourism, Klaten, Guidebook, Illustration