

ABSTRACT

Monument is one of the tourist icon of the city of Pontianak and is often visited by tourists who come to Pontianak. Pontianak is a region that exactly separates the northern and southern hemisphere. Important events and amazing that is the occurrence of the solar kulminasi point is a natural phenomenon when the sun is directly in the line of the Equator can occur around the monument. At that moment the position of the Sun just above the head so as to eliminate all shadows on the Earth's surface. This tourist place is often visited by tourists from out of town, Even this tourist place is developing to increase the visit. But unfortunately, this tourist place is still lack of media information, like there is information that is not informed clearly to visitors. The author uses qualitative research methods, including the study of librarianship, observation, interviews, and questionnaires, as well as SWOT analysis and matrix comparison to assist in the process of next drafting. In this design, the author uses book media about Tugu Khatulistiwa monument in Pontianak city to give more information about the location insight, not just as a place of walking around/just for fun but also to increase knowledge and get information. By providing information that is short, dense, and obviously can help visitors obtain the information about the monument. Keywords: book, education, information, monument, Pontianak, tour.