

ABSTRACT

Tumpak Sewu Waterfall located in Lumajang East Java province, has a unique shape that extends like a curtain with about 180 meters height. This waterfall is managed by organization called the Sadar Wisata Group. Located right on the Glidik river which divides Malang and Lumajang border. This resort is also natural because we can find heavy forest a long the road leading to the resort. The visitors have to walk through bamboo's stair sloping at 90°. The manager of the resort said that this area is less promoted because it is stil managed by the local community. Therefore the resort need promotion medias such as photography album which promote its natural potencies of Tumpak Sewu Waterfall. Photography books are chosen for the purpose of informing the visuals of the state clearly, so that understood clearly by the community. It contains photograph and also the texts as a messenger. Using qualitative methodes is a way of collecting data and SWOT analysis is a means of data analysis. It is expected that the promotion design medias such as photography album which promote its natural potencies of Tumpak Sewu Waterfall.

Keywords : Promotion, Photography, Book, Tourism, Tumpak Sewu Waterfall