

**DESIGNING BOOK OF TREASURE NUSANTARA WAY KAMBAS
NATIONAL PARK AS AN INFORMATION MEDIA ABOUT
WAY KAMBAS NATIONAL PARK**

ABSTRACT

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Parsauliyan Silaban, 2017, Designing Book Of Treasure Nusantara Way Kambas National Park As An Information Media About Way Kambas National Park. Lampung has big potential to become tourist area as the main gate of Sumatera Island. One of the most famous tourist places in Lampung is Way Kambas Tourism Park. The National Park that located in Labuhan Ratu District, Lampung is one of Conservation Park for Elephant that has been appointed as the 4th ASEAN heritage park in Indonesia. Beside that in Way Kambas National Park also has International Rhino Foundation and Suaka Rhino Sumatera (SRS) that have responsibility to protect the almost extinct species, Rhino. Suaka Rhino Sumatera (SRS) is the only conservation place for Rhino in Indonesia. Even more SRS is the only semi natural conservation place in Asia and World. With all the distinction that Way Kambas has, only a view people know the existence of this place. This phenomena can be seen by how small the number of Way Kambas visitor every year. Some of the reasons of why is this happen is the lack of media information to introduce Way Kambas National Park. The available media information this day only can be accessed in Way Kambas library or Lampung region library. It makes the information about way kambas is not exposed well and widely. The Design of Visual media information expected can helped to increase the number of Way Kambas visitor every year and can improve the existence of National Park Way Kambas.

Keyword: Way Kambas, Media Information, Tourism, Rhino, Elephant

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