

ABSTRACT

Sport diving offers a very amazing adventure sensation and adrenaline rush for divers. The sports into a popular recreational activity today. One of popular place for divers because of its underwater beauty is found in Seribu Archipelago. There are various types of coral reefs and fish as the attraction of divers. In the world of diving, not just anyone can dive, but can only be done by divers who already have a license or diving certificate. Diving is a high risk sport if done not according to the correct procedure. With the right knowledge can minimize the fatal risk. Based on data obtained from 2013 to 2017, high mortality rates due to lack of awareness of divers perform standard diving procedures, and a lack of information on regional security standards.

To make the information media design, data collection is done using qualitative method in the form of observation, interview, and documentation in Seribu Archipelago, and SWOT analysis. To facilitate the delivery of messages, information media in the form of books that contain about the diving procedure. It is expected that every diver realizes and understands the importance of performing standard safety diving procedures, in order to reduce the risk of accident.

Keywords: Information media, Diving procedure, Seribu Archipelago.