

ABSTRACT

Tourism in the city of Cirebon quite a lot, from culinary tourism, history, nautical to art and cultural tourism. But there are some tours whose existence has not been widely known by many tourists, such as pilgrimage tour. its presence has not been too exposed by people who often travel to the city of Cirebon. Activities pilgrimage to the tomb of sunan or prince has become a culture, there are several places frequented by pilgrims were not subsided by the public span of 30 years and above. As one of the factors that make the lack of interest of tourists 18-25 years age range to join the pilgrimage with his family is the lack of interest in places of pilgrimage as well as the lack of information media on pilgrimage sites in the city of Cirebon. If it continues to be left then the historical and cultural heritage along with regular pilgrimage activities that have been passed down through generations will be extinct. Therefore it is necessary to design the media of pilgrimage tourism information, with the aim to help preserve this pilgrim culture. The design is done by qualitative research method through observation, interview, documentation and literature review, and processed using SWOT theory as data analysis method. then processed into a tourist guide book. the role of pilgrimage tour guide to bring people aged 18-25 years to get closer to some pilgrimage tour in Cirebon, so that culture is not extinct eaten by the time, and also closer to the Creator.

Keywords: Handbook, Cirebon, Tour, Pilgrimage.