

ABSTRACT

Mount Galunggung located in Tasikmalaya regency West Java province has a unique in terms of green crater that is at the top of the mountain. Green crater located at an altitude of 21167 mdpl still save the marine habitat in the form of colorful fishes and small islands located in the middle of the crater. This area is still quite natural because along the road to the main attractions are still surrounded by green plants. Visitors must climb 620 steps to be able to see the beauty of the crater from above. The manager stated that this tourism area is less promoted because it is still managed independently, therefore it needs a media promotion in the form of photography book in accordance with the superiority and natural potential that is owned by Mount Galunggung. Photographic books are chosen in order to convey information to the public visually clear about the attraction. Not only contains only photographs, but also uses the text as a messenger. Using qualitative methods as a means of data collection and SWOT analysis as a means of data analysis. It is expected that with the design of media campaigns through this photography book can promote this Galunggung Mountain to the wider community.

Keywords : Promotion, Photography, Book, Tourism, Mount Galunggung