

ABSTRACT

Nature Tourism is an activities which is done by a person or a group, visiting some places for recreational purpose, self development, or learning about culture attractiveness by using the potential of natural resources, natural or cultivation (Achmad Maulidi, 2015). The purpose of natural tourism is like a facility to enhance the growing of economic community, to preserve the nature, environment and local sources, and become a facility to improve people's welfare. Indonesia has a lot of nature tourism in every island, one among them is Puncak Damar, Spotted in Jatigede, Sumedang. This tour which is developed and managed by Perum Perhutani KPH (Kawasan Pemangku Hutan) is located in the highlands, 500 meter above sea level to be precised. This tourist area is also close to Jatigede Reservoir, So, when we're at the top of puncak damar, we can see the vast landscape of jatigede resevoir and Surian mountain. To utilize the "plus point" of the scenery in the area, we need a support facility to sightseeing the scenery for Travelers, and that is Tree Tower. This Tree tower have a purpose to become a place for sightseeing. But not only that, on this design we do also have a moral purposes which is expected to be help the community to increase the interest of this tour and enhance their economy. In a design, there is a lot of aspect we need to pay attention and considered in order to realization this tree tower. One of them is Material. Designer used the material aspect to decide what material we're going to used with it's character. Using material aspect as a support of the design needs also became one of important point to build a good and precise product. In this design, writer analyzes the character of material which is commonly used for construction as a refference to tree tower design like wood, steel, and concrete. The analyzed material is selected based on environmental condition, because of product placement in outdoor, and based on the strength of material to support the load needs. Knowing the character of material became one of the important point for this design, So the result will be a good point product. And the product finally became an aesthetic and functional at the same time, can be accounted for.

Keyword: *Nature Tourism, Tree Tower, Puncak Damar, Material*