

ABSTRACT

Regions in Indonesia have a variety of interesting tourist attractions and have their own characteristics and tourism potential. Similarly, Jambi City is located on the island of Sumatra, Indonesia. The many tourist destinations in Jambi City that have the potential to be introduced and interesting to be visited by tourists, but the tourism potential of this city is not too well known by the general public. The results of data collection are carried out using the method of observation, literature study, interviews and questionnaires. The data is used in designing tourism photography books in Jambi City. Photographic books designed to contain information needed by people outside the region and the people of Jambi City. The information included includes all tourist objects in this city, so that tourists do not need other media or other access to know the City of Jambi and various existing destinations. In making a book, it will adjust to the targeted target so that the book can be effective and in accordance with its function. The book is designed using illustrations in the form of photography as the main thing to be an attraction and aims to be able to describe directly to the readers can feel attracted to visit the City of Jambi. Making this book is expected to be more effective in providing information and making it easier for tourist to get information about attractions in the city of Jambi.

Keywords: *Book, Photography, Jambi City, Category, Tourist Attraction.*