

ABSTRACT

DESIGNING OF PHOTOGRAPHY BOOK TOURISM GUIDE DESA OKURA, RUMBAL
PESISIR, PEKANBARU, RIAU

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Pekanbaru is the capital and largest city in Riau province, Indonesia. This city is one of the largest economic centers in the eastern part of Sumatra Island, and is included as a city with high growth rates, migration and urbanization. Many tourist attractions that exist in Pekanbaru have the potential to attract visitors in the city and outside the city, there are a number of tourist attractions that are potent but unknown to the public, one of them is Okura Village Tourism because of the lack of widespread information about these tourist attractions. The author uses data collection methods such as literature studies from related books, interviews and observations to okura village tourist attractions. The data analysis method that the author uses is a comparison matrix to compare several similar books. So from that it is necessary to make a media that can provide complete information to the public about Okura Village Tourism, in the form of a tourist guide photography book which is expected to provide sufficient complete information for tourists.

Keywords: Photography Guidebook, Okura Tourism Village, Information Media.