

ABSTRACT

DESIGN OF TOURISM GUIDELINES WITH CILEUNCA LAKESIDE ILLUSTRATION BANDUNG DISTRICT

Cileunca Lakeside is the one of the tourist attractions located at Bandung District. In the past many leunca trees at Cileunca Lakeside, so given a name Cileunca Lakeside. There are many tourist destinations at Cileunca Lakeside, for example rafting, paint ball, rowing and Cukul Sunrise Point. However Situ Cileunca is not well known by the public. One the reason is due to lack of media information and travel guides about Cileunca lakeside. Therefore the author makes design of a tourist guide book with illustrated picture of Cileunca Lakeside, with the aim that Cileunca Lakeside can be known by public. Before making a design, the author made observations in advance interviews, library research and data analysis to get the basic concepts. So, later this book can be useful for tourists who visit Cileunca Lakeside.

Keywords: Cileunca Lakeside, Books, Travelers, Illustrations, Branding.