

Abstract

Bandung Regency still has a hidden treasure that is the potential of natural beauty hidden behind the mountainous landscape that lined the Bandung Regency, one of which is Situ Cileunca tourist attraction located in Pangalengan, Bandung Regency, West Java. With the advantages it has, it seems strange that only a few people know about it at this time, with a considerable distance and a complicated enough route to make tourists think twice about traveling to Situ Cileunca tourism object, making the name of the tourism object Situ Cileunca fade. One of the main attractions that Situ Cileunca has is the exoticism and romanticism. Because of the lack of widespread information about these tourist attractions. The author uses data collection methods such as library research from related books, interviews and observations to Situ Cileunca tourist attractions. The data analysis method that the author uses is a comparison matrix to compare several similar books. Therefore it is necessary to create a media that can provide complete information to the public about Situ Cileunca Tourism in the form of a photography book about the natural beauty of tourism so that tourists can feel the natural atmosphere of Situ Cileunca and also so that this tourist destination can be known more popular by tourists.

Keywords: Travel Destination, Photography Book, Photography