

Abstract

There are many natural tourism spots that have just appeared and are visited by people around West Bogor Regency. Starting from natural attractions such as waterfalls, forest parks and landing hills and others. But on the other hand the loss of information media specifically to introduce tourism in West Bogor Regency makes tourist attractions that are only requested by the surrounding community.

Therefore, the authors of this study collected data to design the Illustration Book as a Branding Destination and also the West Bogor Regency's Nature Tourism information media through visual observation instruments with similar research objects, interviews, questionnaires, and literature studies. Then the data collected is analyzed using the replace matrix. The purpose of this study can be simplified in designing information media that are needed to introduce to the general public about tourism in each region.

The results of this design are focused on increasing the number of tourists outside the area for tourists to enjoy Nature Tourism in Bogor Regency. The results of this design provide assistance to the Government of Bogor Regency to prepare the development of the New Autonomous Region (DOB) of West Bogor Regency to become West Bogor City.

Keywords: Nature Tourism, West Bogor Regency, Information Media