

ABSTRACT

In Indonesia, West Java Province is famous for its various natural attractions such as Mount to its beaches which are the reason for tourists to unwind on holidays and weekends. There are several beaches in West Java that are famous for their surfing destinations such as Batukaras, Cimaja, Ujung Gentng, and Ombak Tujuh. However, the many facilities that have supported the coast of Seputaran, West Java, are less able to attract the interest of local tourists to try surfing. Most surf enthusiasts come from foreign tourists and local residents. The lack of information about beach shores in West Java as a surfing location for beginners is one factor in the lack of local tourists visiting there and prefer Bali, Lombok or other islands as a place for them to learn to surf. Because there is still a lack of interesting information to attract people to play surfing, the author wants to create an informative and effective travel guide book, and has a high visual appeal to better attract target audiences to visit beaches in West Java. In designing this Final Project, the research methods that will be used in data collection include observation, interviews, and literature. For the analysis method using the matrix analysis method. After getting a conclusion and the solution to the existing problems, the results will be applied through the design of a tourist guidebook, around the coast of West Java which is the location of the study. Based on the explanation in the formulation of the problem described earlier, the purpose of this Final Project is: To create an informative and effective travel guide book, and to have high visual appeal to better attract the target audience to visit the beaches in West Java.

Keywords: Bandung, recreation place, beach,surfing, guide book