

ABSTRACT

Pacitan Regency is an area that has a variety of coastal tourism with good potential, but in its branding communication it is often found that the application of typography is lacking in accordance with its principles. It's just that the availability of information regarding the use of beach tourism typefaces in accordance with the correct principles and theories as a form of guidance or reference has not been widely found. The problem solving approach is through the book as a guideline for using typefaces in coastal tourism branding communication in accordance with the correct principles and theories. By using methods such as data collection, observation, interviews, literature studies, and questionnaires that are in accordance with the design and analyze the data using the SWOT method to get the results of the design concept. From the results of the design made, it is hoped that it can provide insight into typography and can be a reference or guide for designers and those who are in the process of learning design.

Keywords: Book, Guidelines, Typeface, Tourism, Beach