DESIGNING ECOTOURISM ADVENTUROUS TRAVEL PHOTOBOOK OF SUMENEP COAST

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Abstract
Phenomenon of travel adventure book in Indonesia, particularly which contains one of tourism site in East Java haven't been published well, especially in-form of visual book of photography contain landscape and human interest which could be reprocessed to be an advantage in promotion potential and selling point. In designing this book, there is an interesting thing to concern about, therefore creating this book. How to design a book with more point in gaining the promotion potential and make a good selling point. On the other hand, we need to develop the promotion capacity of Sumenep County. Just like exactly what Sumenep County expecting, to conclude it become other experimental project and/or tourism pilot project, particularly in East Java and distinctively Madura Island. Considering four of counties in Madura which are Bangkalan, Sampang, Pamekasan, and Sumenep. Sumenep County has most many tourism object, landscape tourism, religion tourism, and special interest tourism.

Mostly, the area of Sumenep County consist of naval area with beach which have 30 Km of length from west to east and the nature is still fresh and clean. along the coast, there are some rare florist and unique. for example, cemara udang tree, and various characteristic of human life, which can only be found in Sumenep. Through this tourism adventure book, it's been expected that it could give interest from the target segment to visit
every nature tourism in Sumenep, especially the coast tourism and could attract and sympathy.

In designing this book, to take up the local sub urbans around Sumenep coast, in object to increase the reading interest of consumers in Indonesia, either to support Sumenep County's promotion media for tourist in case of Sector of Tourism Development which concern about the Eco Tourism Development, called Tourism Marketing development program. The problem to deal with is how to attract tourist's awareness or the book consumers to enjoy the landscape of the natural coast tourism object.

To solve the problems, those are some analysts to discuss, which are the first step method to be done, which is a research of public perception of the nature tourism, particularly the one in Sumenep County, target segment selection, classifying the market segment. The conclusion would be to get the best visual and the best marketing, the one which fit to the potential market.

From those analysts will reveal the design tangible a adventure travel book, which contains information, beach characteristic, various culture, and human life around that only can be found along the north coast of Sumenep. Designing the travel adventure book has many USP more, because it's focusing in the north coast of Sumenep in details inside. Therefore, it fulfills the consumers demand of adventure travel book, aiming to gain people awareness of East Java tourism “Welcome to East Java” to domestic tourist and international tourist.

*Keyword : Precious Spirit*