VISUAL DESIGN OF TOURISM GUIDE BOOK
‘WISATA BELANJA’ SURABAYA WITH GUIDE TO IMPRESSIVE SHOPPING EXPERIENCE CONCEPT

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Abstract

Surabaya as one of city which can be alternate city for tours destination. In fact, Surabaya well known as heroic city, because so many tourism object had special historical value which raised he value of Surabaya it self. As period getting older so do the building getting develop to support tourism in Surabaya. Few of them for shopping tourism.

Many place for shopping tour makes Surabaya proper and had potency for alternate shopping tourism city. Surabaya have great numbers of mall and not small traditional market that strongly raised historical value of Surabaya it self. So do the places that make into the best Surabaya shopping gift spot.

This Visual Design of Tourism Guide Book had purpose to support Surabaya Tourism program, besides that, with appearance of this book, Nusantara tourist is the main target audience of this visual design, for the future we expect the domestic tourist can informed everything about the place and anything that can be the shopping tourism of Surabaya. Research is the first step to getting know every place that completely match with Surabaya shopping tourism concept. From the existing study USP, segment target characteristic and AIO, so it can get the visual concept with added original and natural photo of that place as sample
for guide book design. All research and design will be composed as guide book that keyword match is “Guide to Impressive Shopping Experience”.

Keywords: Promotion, Tourism Shopping guide, and Surabaya