

ABSTRACT

Tourism Photography on Promotion of Tourism Object in South Tangerang City

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South Tangerang City, is an autonomous region resulting from the development of Tangerang district is established based on Indonesian constitution number 51 of 2008. The tourism potency has not been effectively communicated to the public. Therefore, it needs a media promotion and media design program, so that the tourism image can be accepted stronger, and tourism information better acceptable.

The design methodology is a qualitative method. Data were analyzed through case studies and described descriptively resulting conclusions in 7 categories of indicators. The conclusions of analysis, and the summary of tourism potential data are used as the basis for developing the design strategy, including messaging strategy and media strategy.

Media design is a creative process, it is requires a visual strategy approach and verbal strategy approach as well. The main visual approach is by accentuating Vanda Douglas orchids as an icon of South Tangerang city, meanwhile supporting Visual approach is by utilizing other design elements such as backgrounds, colors, fonts, illustrations, ornaments and layout. The verbal approach is by displaying tagline, description, or bodycopy highlighting the attractions. For the promotion media design is applied in the form of: Website Design, and Design applications for mobile phones, calendar 2019, and postcards (postcards) for supporting media.

Key word : Photography, tourist, tourism, tourism attractiveness, tourism destination

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