

ABSTRAK

PERANCANGAN KATALOG FOTOGRAFI DIGITAL SEBAGAI MEDIA PROMOSI WISATA TAMAN SADRINA DI PAGELARAN, KABUPATEN PRINGSEWU

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Penelitian ini membahas perancangan katalog fotografi digital sebagai media promosi Wisata Taman Sadrina di Kabupaten Pringsewu. Taman Sadrina memiliki potensi alam yang indah dan beragam fasilitas, namun masih kurang dikenal masyarakat luas akibat keterbatasan media promosi. Melalui metode kualitatif dengan analisis SWOT dan pendekatan 5W + 1H, dirancang katalog digital yang menampilkan daya tarik wisata secara visual dengan fotografi estetik dan informatif. Hasil perancangan ini berupa katalog digital yang menyajikan profil, fasilitas, spot wisata, serta keunikan Taman Sadrina. Kehadiran katalog ini diharapkan dapat memperkuat citra, meningkatkan efektivitas promosi, serta menarik minat kunjungan wisatawan.

Kata Kunci: Wisata Taman Sadrina, Fotografi, Wisata, Katalog, Promosi.

ABSTRACT

DESIGNING DIGITAL PHOTOGRAPHY AS A PROMOTIONAL MEDIA FOR TAMAN SADRINA, PAGELARAN, PRINGSEWU DISTRICT

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This research aims to design a digital photography catalog for promoting Taman Sadrina in Pagelaran, Pringsewu District. Although the park has great potential as a natural tourist destination with various recreational facilities, it remains little known due to limited promotion. This study developed a visually appealing, informative digital catalog to showcase the park's attractions. The research used a qualitative method with SWOT analysis and the 5W + 1H approach to collect and analyze design data. The result was an aesthetically pleasing digital catalog that provides comprehensive information about Taman Sadrina, its facilities, and main attractions. This design aims to improve the park's image, boost promotion, and attract both local and international tourists.

Keywords: Photography, Catalog, Promotional Media, Taman Sadrina