Abstract

The authors wish to promote tourism in Indonesia, and one of the ways to do this is by promoting a destination that has a potential to be popular but is not sufficiently developed in terms of marketing. The authors chose Malang City and Batu City as the object of the Project and families as the target market.

This group Project consists of two prototypes: a travel guide book and a map. The prototype is chosen for a variety of reasons. Most importantly, they are aimed to provide in-depth and useful information for families who wish to travel to Malang City and Batu City. The main contents of the travel guide book are accommodations, dining and attractions for families. It will be produced in the English language.

In short, this Project aims to create the prototypes of a travel guide book, and a supplementing map, that will promote Malang City and Batu City to families as the target market. This Portfolio describes the process involved in undertaking this Project to create the Prototypes as well as the authors’ expected future undertakings.

Key words

Malang City, Batu City, travel guide book, family, hotel, restaurant and attraction.