**PHOTOGRAPHIC PERLIS, MALAYSIA : PROMOTE DESTINATION IMAGE OF ITS OWN**

*Abstract*

The role of photography in promoting the image of a destination has had a huge impact on the development of tourism. Therefore, photography has become one of the most important parts of planning a travel destination. Therefore, this study aims to review the role of photography in promoting tourism in Perlis. This research has been conducted in various tourist destinations in Perlis. Perlis is the smallest state in Malaysia. Perlis has a wealth of tourism resources, some of which comes from natural resources; artificial or themed activities that emphasize and promote to attract domestic and international tourists. There are some interesting places to visit in Perlis, such as Gua Kelam, Kota Kayang Museum, Padang Besar, Snake and Reptile Farm, Perlis State Park and Sungai Batu Pahat. There are agricultural activities around Perlis, such as rice fields, harum manis, local grape and coffee plantations. Therefore, photos play a vital role in the construction of tourist destination image and destination selection process. This article focuses on the research and analysis of the photo collection taken by tourists during their travel in Perlis, Malaysia. In this case, this study used a sum of photos posted on social media. To determine the perceived image of Perlis as a tourist destination.