

LAMPIRAN

Lampiran 1

PANDUAN WAWANCARA

A. Ditujukan untuk dapat mengetahui data diri responden termasuk didalamnya adalah jenis pekerjaan dan lama tinggal di Kota Semarang.

1. Can you Introduce yourself?
(Dapatkah anda perkenalkan diri anda?)
2. Where do you come from?
(Darimanakah asal anda?)
3. Do you live in Semarang with your family?
(Apakah anda tinggal di Semarang bersama dengan keluarga anda?)
4. Do you work in Semarang? Can I know a little, what kind of work do you do?
(Apakah anda bekerja di Semarang? Apakah saya boleh tau mengenai pekerjaan anda?)
5. How long have you stayed in Semarang?
(Sudah berapa lama anda tinggal di Semarang?)
6. Before Semarang, which city did you live in?
(Sebelum tinggal di Semarang, dimana anda tinggal sebelumnya di kota lain?)
7. Why do you choose to stay in Semarang? Instead of staying in another city like Jakarta maybe?
(Mengapa anda memilih untuk tinggal di Semarang? Dan tidak memilih untuk tinggal di kota lain, mungkin seperti Jakarta?)
8. How long did you stay in that other city?
(Berapa lama anda tinggal di kota lain?)
9. Can I know, why did you move?
(Bolehkah saya tahu, mengapa anda berpindah tempat?)
10. Oke and then. Among the other cities you visited, which one do you prefer the most to live in? And why?

(Kemudian dari beberapa kota yang sudah anda kunjungi, anda menikmati tinggal di kota mana? Dan mengapa?)

11. Besides Indonesia, which country that did you visit?
(Selain Indonesia, Negara mana saja yang sudah anda kunjungi?)
12. I think you like exploring?
(Saya pikir anda suka melakukan eksplorasi?)

B. Ditujukan untuk dapat mengetahui segala macam informasi yang didapatkan oleh pengunjung yang akan menuju ke Kota Semarang (Pre- Trip).

1. So what is your purpose choosing to stay in Semarang?
(Apa yang menjadi tujuan anda memilih untuk tinggal di Kota Semarang?)
2. When you haven't moved to Indonesia, what did you know about Semarang? Where did you get information about Semarang? And what information you got from there?
(Ketika anda belum berpindah ke Indonesia, apa yang anda ketahui mengenai Semarang? Darimana informasi tersebut anda dapatkan? Dan informasi apa yang anda dapatkan?)
3. And then, do you know that Semarang city is Kota Banjir?
(Kemudian, apakah anda tahu bahwa Kota Semarang adalah Kota Banjir?)
4. When you moved out from your country for the first time, were you nervous? Scary or etc? And why were you are nervous or why weren't you?
(Ketika anda keluar dari negara anda untuk pertama kalinya, apakah anda merasakan kecemasan? Takut atau perasaan lainnya?)
5. Before living in Semarang, What do you know about the tourism destination in Semarang? And how did you know?
(Sebelum tinggal di Semarang, Apa yang anda ketahui mengenai destinasi wisata yang ada di Kota Semarang? Dan bagaimana anda tahu?)

C. Ditujukan untuk dapat mengetahui segala macam pengalaman yang didapatkan oleh pengunjung saat berada di Kota Semarang (On-Trip).

1. Which Semarang's tourism destination have you visited?
(Dimana destinasi wisata Semarang yang sudah anda kunjungi?)

2. So, do you know about Lawang Sewu? Can you tell me about Lawang Sewu?
(Jadi, apa yang anda ketahui mengenai Lawang Sewu? Dapatkah anda menceritakannya kepada saya mengenai Lawang Sewu?)
3. In your opinion, can Lawang Sewu be a tourism destination? Does it have good attraction?
(Menurut anda apakah Lawang Sewu dapat menjadi destinasi wisata? Apakah Lawang Sewu memiliki daya tarik yang baik?)
4. Then we will talk about the accessibilities, for the example when you go to Lawang Sewu, do you have any difficulties getting to that place? Maybe not enough signs, or traffic jam, or inexistence in google maps.
(Kemudian kita akan berbicara mengenai aksesibilitas, sebagai contohnya ketika anda akan pergi ke Lawang Sewu, apakah anda mengalami kesulitan untuk pergi ke tempat itu? Mungkin tidak memiliki penunjuk jalan yang cukup, atau kemacetan lalu lintas, atau tidak tersedia di *google map*.)
5. So how about the Lawang Sewu's facilities? Do you have a problem with Lawang Sewu's facilities?
(Lalu bagaimana dengan fasilitas yang ada di Lawang Sewu? Apakah anda memiliki masalah dengan fasilitas yang dimiliki oleh Lawang Sewu?)
6. And then if we talk about the service, what do you think about the service in tourism destinations, such as Lawang Sewu or Sam Poo Kong?
(Kemudian kita akan membicarakan mengenai pelayanan, apa yang anda pikirkan mengenai pelayanan yang ada di destinasi wisata, seperti Lawang Sewu atau Sam Poo Kong?)
7. And then, what do you know about Klenteng Sam Poo Kong?
(Apa yang anda ketahui mengenai Klenteng Sam Poo Kong?)
8. So in your opinion, the tourist attractions in Semarang is dominated with historic building?
(Lalu menurut anda, daya tarik wisata di Semarang ini di dominasi dengan bangunan bersejarah?)
9. While you're in Semarang, what positive experiences did you get?
(Selama berada di Kota Semarang, pengalaman positif apa yang pernah anda dapatkan?)
10. While you're in Semarang, what negative experiences did you get?

(Ketika anda di Kota Semarang, pengalaman negatif apa yang anda dapatkan?)

11. Moving onto the food subject, do you like to do culinary? How is the taste of food? What is your favourite food?

(Kemudian berbicara mengenai makanan, apakah anda suka kuliner? Bagaimana dengan rasanya? Apakah makanan favorit anda?)

12. And then how about the traditional dance, javanese dance? Do you like it? Do you enjoy watching it? Or you have a problem with the message of the dance?

(Kemudian bagaimana dengan tari tradisional, tari jawa? Apakah anda menyukainya? Apakah anda menikmati ketika melihat itu? Atau anda memiliki masalah dengan pesan yang disampaikan dalam tarian tersebut?)

13. So how about Semarang's beach? Do you enjoy with the beach? Or do you have a comment with the beach?

(Lalu bagaimana dengan pantai di Kota Semarang? Apakah anda menikmati pantainya? Atau anda memiliki komentar untuk pantai tersebut?)

14. So in your opinion, what is Semarang known for? Maybe the industrial city or the old city or the tourism destination or etc. And why you give the brand?

(Jadi menurut anda, apa julukan bagi Kota Semarang? Mungkinkah Kota Industri atau Kota Tua atau Kota Destinasi Wisata atau lainnya. Dan mengapa anda memberikan julukan tersebut?)

15. Ok, next, how about living cost in Semarang? Is it cheaper or same with the others?

(Oke, kemudian bagaimana dengan biaya kebutuhan hidup harian di Semarang? Apakah lebih murah atau sama dengan yang lainnya?)

D. Ditujukan untuk dapat mengetahui segala pendapat yang didapatkan oleh pengunjung setelah berada di Kota Semarang (*Post-Trip*).

1. Next, while you live in Indonesia, have you gone back to your country?

(Selanjutnya, ketika anda di Indonesia, apakah anda pernah kembali ke negara anda?)

2. How many times?

(Berapa kali?)

3. When you go back to your country, will you tell your family or your friends about Semarang? If yes, why would you tell to them? What is their response?
(Ketika anda kembali ke negara anda, apakah anda akan menceritakan kepada keluarga atau teman anda mengenai Semarang? Jika iya, mengapa anda ingin menceritakannya pada mereka? Apakah respon mereka?)
4. If no, do you think that Semarang is not recommended for them to visit? Or do Semarang have so many bad side so you don't tell them?
(Mengapa tidak? Mereka pikir ini tidak direkomendasikan untuk datang ke sini? Ataukah Semarang telah melakukan banyak sisi buruk, sehingga anda tidak ingin memberitahu mereka?)
5. When you go back to your country, do you want to go back to Semarang or revisit Semarang again for the next time? Why?
(Ketika kembali ke negara anda, apakah anda ingin kembali ke Semarang atau melakukan kunjungan kembali ke Semarang di kemudian hari? Mengapa?)
6. In your opinion, is Semarang friendly for tourist or no? Why?
(Menurut anda, Semarang cukup ramah bagi turis atau tidak? Mengapa?)
7. And then in your opinion, is Semarang recommended to be a tourism destination or no? Why?
(Kemudian menurut anda, Semarang itu direkomendasi untuk menjadi destinasi wisata atau tidak? Mengapa?)
8. Where will you go, if you get out from Semarang?
(Kemana anda pergi, jika keluar dari Semarang?)
9. And then, when we compare to the other cities, which city will be better as a tourism attraction? Why?
(Kemudian, jika kita bandingkan dengan kota-kota lain, Manakah yang lebih baik, ketika digunakan untuk daya tarik wisata? Mengapa?)
10. And the last. Before, during, and after the trip to Semarang, is there a sense of excitement?
(Dan terakhir. Ketika sebelum, saat, dan sesudah melakukan perjalanan ke Semarang, apakah ada perasaan bahagia atau tidak?)

Lampiran 2

TRANSKRIP WAWANCARA

Berikut ini adalah transkrip wawancara yang dilakukan terhadap ke-10 responden, adapun nama responden tersebut adalah sebagai berikut:

1. Romano
2. Feda
3. Mark
4. Barbara
5. Ben
6. Charol
7. Dora
8. Jean
9. Uve
10. Svenja

Ke-10 responden ini di dalam proses analisis akan disebut sebagai R1 hingga R10, namun penamaan R1 hingga R10 tersebut tidak menandakan urutan responden seperti di atas. Sehingga dengan kata lain no 1 Romano, belum tentu sebagai R1 dalam penelitian ini, dan seterusnya hingga R10.

Interview 1:

Transcript Interview with Romano

Expatriate from Italy

Place: Semarang Utara

Time: Saturday, 12th December 2015, 04.00 p.m – 06.00 p.m

P : Untuk pertama, dapatkah anda memperkenalkan diri anda terlebih dahulu mengenai nama, dan asalnya darimana?

N : You ingin mengetahui semuanya ya? Hahahaha

P : Apa?

N : You mau tau semua? Hahaha.

P : Hanya nama dan darimana anda berasal.

N : Nama saya Romano. Saya berasal dari Italia, Italia bagian Utara, dekat Venice.

P : Kemudian anda sudah berapa lama anda tinggal di Semarang?

N : Hmmmm... sudah berapa lama yaa... kira – kira sekitar 15 tahun.. yaa.. 15 tahun.

P : Sudah 15 tahun ya. Sebelum anda tinggal di Semarang, pernahkah anda tinggal di kota-kota lain? Atau pernahkah anda tinggal di negara lain selain di Italia?

N : Dulu banyak. Dulu saya sebelum ke sini dari Banyuwangi. Tapi kalau saya datang ke sini saya tinggal di Jakarta, kemudian pindah ke Banyuwangi, dari Banyuwangi ke sini, ke Semarang, di sini ketemua dia.

P : Dari Jakarta, lalu Banyuwangi dan kemudian Semarang. Mengapa anda akhirnya memilih untuk tinggal di Semarang? Dan bukannya tinggal di Jakarta?

N : Karena saya kerja. Setelah kontrak saya di Jakarta selesai, lalu ada kontrak baru di Borneo atau Kalimantan, di Sampit. Dari Sampit lalu pindah ke Banyuwangi, dari Banyuwangi kemudian ke sini, ke Semarang.

P : Oke, jadi awalnya karena adanya urusan pekerjaan di Indonesia.

N : Ya, karena pekerjaan. Setelah selesai kontrak saya, lalu ada kontrak baru, dan kontrak baru lagi yang lain yang menyebabkan saya harus berpindah - pindah.

P : Apakah ada batasan waktu mengenai kontrak – kontrak tersebut?

N : No. No. No. Kontraknya seperti apa yang saya mau.

P : O... Jadi ketika Anda rasa sudah cukup, berarti kontrak tersebut selesai dan kemudian anda pindah ke kota lain?

N : Ya, kalau saya rasa sudah cukup, jadi saya pindah. Saya pikir jika kontrak saya sudah cukup, lalu untuk apa saya tetap tinggal di sana, jadi lebih baik saya pindah.

P : Baik, kemudian dari Jakarta, Sampit, Banyuwangi dan Semarang lebih enak tinggal dimana?

N : Menurutmu sendiri bagaimana? Hahahaha

P : Semarang, karena Jakarta terlalu ramai menurut saya.

N : Iya, Jakarta memang ramai. Tetapi segala sesuatunya ada di sana. Kalau Sampit, you tahu sendiri bahwa itu di tengah hutan. Kalau di Banyuwangi...Wow... It's so very bad I think

Semarang “Kota Banjir”. Lalu bagaimana saya harus memilih? Jakarta.. Ya, saya rasa lebih bagus Jakarta. Karena saya bisa keluar malam, dan bisa melakukan segala hal di Jakarta.

P : Berapa lama anda tinggal di Jakarta?

N : Mmmm.. saya rasa 4 tahun. Ya, 4 tahun saya tinggal di Jakarta, lalu 1,5 tahun di Sampit, dan kalau saya tidak salah ingat sekitar 7 atau 8 tahun di Banyuwangi, dan 15 tahun di Semarang.

P : Wow cukup lama ya. Selain di Indonesia, negara mana saja yang pernah anda kunjungi?

N : Oh ya, ada banyak negara yang pernah saya kunjungi. Saya sudah menjelajah negara di Eropa, mulai dari Spanyol, Skotlandia, Polandia, Perancis, Denmark, dan lain-lain.

P : Saya rasa anda suka dengan eksplorasi dan jalan – jalan.

N : Ya.. Betul saya suka dengan eksplorasi. Saya suka mencari tahu mengenai hal – hal yang ada di dunia.

P : Saya rasa itu hal yang baik, jika anda berkunjung ke kota lain, lain kali saya ingin ikut, hahaha

N : Iya tidak masalah.

P : Tapi kalau di Semarang, dimana saja yang pernah anda eksplorasi?

N : Kalau di Semarang, jujur, saya lebih memilih untuk tinggal di rumah. Saya jarang untuk keluar, karena ketika saya sampai di rumah, saya capai, jadi saya lebih suka untuk tetap tinggal di rumah. Saya kalau keluar Semarang sedikit sekali.

P : Kemana biasanya anda pergi kalau keluar dari Semarang?

N : Saya baru saja dari Surabaya 15 hari.

P : Karena pekerjaan?

N : Iya kontrol barang, keliling kontainer, kontrol semuanya. Dan saya berencana untuk ke Kupang, Nusa Tenggara Timur. Saya ingin mengunjungi semua wilayah di Indonesia, kecuali Irian.

P : Dari Jakarta, Sampit, Banyuwangi, mengapa anda memilih untuk tinggal di Semarang?

N : Hahahaha. Pertanyaan yang bagus. Hahaha. Karena sebelum di Semarang, saya tinggal di Banyuwangi, saya punya rumah di Banyuwangi dan saya juga punya rumah di Jakarta. Kalau dari Jakarta ke Banyuwangi, saya biasanya berhenti di Semarang untuk istirahat satu malam, karena perjalanannya yang jauh. Suatu hari saya bertemu dengan istri saya, kemudian saya bertanya padanya untuk keluar dari Semarang, tapi dia tidak mau dan dia tidak sama seperti saya yang suka eksplorasi. Karena kalau saya sendiri, saya mungkin sudah pindah Jogjakarta, Bandung, atau mana-mana.

p : Jadi, anda mengetahui Semarang karena dulu anda pernah transit di Semarang ya? Semarang Kota Transit, hahaha

N : Ya, saya transit di Semarang. Dan saya juga mempunyai teman di sini, teman dari Italia, yang juga berhenti di Semarang mungkin sekitar 1 atau 2 hari di sini.

P : Sebagai warga negara Italia ketika di Indonesia, informasi apa yang anda dapat mengenai Semarang? Semarang itu sebagai kota apa?

- N : No no no no. Saya tidak tahu mengenai Semarang sebelumnya. Saya tinggal di sini, saya tinggal di Jakarta, saya tahu Semarang, Banyuwangi dan Sampit ketika saya bekerja di Indonesia, karena alasan pekerjaan itulah saya jadi tahu. Sebelum masuk Indonesia, saya tidak tahu ada Semarang. Saya hanya tahu Jakarta, Surabaya, Jogjakarta, dan Bali, pastinya.
- P : Kemudian, ketika pertama kali anda keluar dari Italia, ada perasaan *nervous* atau takut atau perasaan lainnya?
- N : Ada perasaan senang. Lucu ya? Hahahaha.
- P : Apa yang membuat anda merasa bahagia?
- N : Ini lucu bukan? Hahaha. Saya bahagia, karena saya dapat melihat dunia baru, negara baru, Indonesia atau negara lain seperti apa. Sedangkan kalau saya tinggal di Italia bagaimana saya mengetahui Indonesia atau negara lain. Yah, saya dapat membaca dari internet, tapi hanya sebatas baca tidak ada perasaan lain.
- Kalau saya bepergian, saya merasa senang. Tapi kadang saya rindu untuk pulang ke rumah. Saya rindu keluarga saya di sana, teman sekolah, teman kerja, karena saya lahir di sana. Saya rindu hal – hal itu ketika dimanapun saya berada.
- P : Mengenai daerah tujuan wisata di Semarang, dimana sajakah yang anda ketahui?
- N : Maksudnya apa ya? (Bertanya pada istrinya)
- P : Tourism destination in Semarang.
- N : Yah... Saya tahu Tanah Mas. Hahahahaha.. Lawang Sewu, Bandungan, Klenteng Sam Po Kong, yaah itu.. Tapi saya paling kenal dengan Tanah Mas, hahahaha, karena seperti yang saya katakan tadi, saya jarang jalan – jalan di sekitar Semarang jadi saya kurang begitu tahu mengenai daerah tujuan wisata di Semarang. Saya lebih suka untuk menghabiskan waktu dengan keluarga, dengan anak – anak.
- P : Jadi, kalau saya menanyakan mengenai Lawang Sewu, apakah anda mengetahuinya? Dapatkah anda menjelaskan mengenai Lawang Sewu?
- N : Ohh bisa dong. Bisa. Lawang Sewu memiliki seribu pintu. Dahulunya merupakan kantor kereta api. Dan sebelumnya lagi adalah kantor Jepang, sebelumnya lagi saya tidak tahu. Hahahaha
- P : Bagaimana menurut anda mengenai Lawang Sewu sebagai tempat tujuan wisata? Cocok atau tidak?
- N : Menurut pendapat saya, jujur, Lawang Sewu betul – betul bagus, namun kondisi bangunannya kurang mendapat perawatan. Karena seharusnya tempat seperti itu perlu untuk dikontrol lebih baik lagi, dibuat lebih wow, lebih amazing. Karena Lawang Sewu tempat yang sangat bagus. Dan ketika saya ke sana, saya lihat konstruksinya sangat bagus, tembok yang besar, pintu yang besar, wow... Akan tetapi, kurang perawatan, menurut saya seperti itu.
- P : Jadi, menurut anda perlukah sedikit sentuhan modern di sana?
- N : No no no. Bukan. Tidak boleh. Saya lihat di Semarang banyak daerah kuno, seperti gereja. Gereja Blenduk sangat bagus, tapi hampir roboh ya. Di negara Eropa contohnya, bangunan kuno di sana tidak boleh dipegang, harus diperbaiki namun tidak boleh dibangun ulang, karena ini merupakan tempat

bersejarah. Jika bangunan bersejarah seperti ini dikesampingkan, dan dimodernisasi, lalu dimana letak sejarahnya Kota Semarang? Betul tidak? Logical, pada masa lalu di Indonesia tinggal juga orang Belanda, Jepang, jadi mesti ada history yang menunjukkan bahwa dahulu mereka pernah ada di Indonesia dan tidak hanya di Semarang.

Coba lihat, bangunan kuno dimanapun mampu berdiri kokoh hingga ratusan tahun, tapi coba kita lihat bangunan baru di Indonesia sekarang, 50 tahun saja sudah hancur semua. Contohnya saja, rumah kita ini, sekitar 30 atau 40 tahunan saja sudah rusak pintu dan temboknya. Tapi Lawang Sewu walau sudah berusia ratusan tahun tetap kokoh, solid dan bagus sekali.

Jadi menurut saya, renovasi bangunan memang diperlukan tapi kondisi asli bangunan tersebut tetap harus dapat terlihat. Karena ini merupakan history. Seperti Colosseum di Roma sudah berdiri 2000 tahun yang lalu. Dan setiap tahun diperlukan perawatan agar terlihat bersih. Karena mereka sadar bahwa Colosseum adalah tempat bersejarah di Roma, Italia. Dan jika ada sedikit kerusakan, harus segera diperbaiki, jika tidak maka akan menyebabkan kerusakan seluruhnya.

P : Jadi menurut Romano, tempat wisata di Semarang merupakan kategori bangunan bersejarah?

N : Ya, di Semarang ada banyak bangunan bersejarah.

P : Bagaimana menurut anda mengenai pantai di Semarang?

N : Saya tidak mau, karena pantai di Semarang kotor sekali, uhhhh...

P : Mengapa anda tidak suka pantai?

N : Saya suka pantai, tapi tidak di sini. Kamu tahu, mengapa pantai – pantai di Semarang sangat kotor? Karena semua air selokan dibuang di laut, jadi lihat betapa kotornya. Tentunya ini juga jelas berbeda dengan yang ada di Eropa, di sana tidak semua bisa dibuang di laut, drainasenya baik sehingga bisa langsung minum air dari kran. Indonesia memiliki potensi wisata yang luar biasa... luar biasa... Tapi harus ada sistem yang membuat orang yang mengunjungi kota Semarang sehingga dapat merasa senang. Saya suka pantai, dan semua orang Eropa suka bermain di pantai.

Orang Eropa dan Indonesia memiliki kebiasaan yang terbalik, kalau di sini orang menutup semua bagian tubuhnya jika hendak ke pantai agar tidak hitam, sedangkan di sana mereka buka semuanya agar jadi hitam, hahaha.

P : Kemudian, bagaimana dengan Klenteng Sam Poo Kong?

N : Klenteng Sam Poo Kong.. ouhh yeah yeah.. Sejauh ini, saya kira lebih bagus. Terlihat sangat baik, pertama kali saya ke sana saya ingat bangunannya baru, catnya bagus, bagus sekali. Coba lihat di kota, ada banyak bangunan yang ambruk dan bahkan ada pohon – pohon yang tumbuh di dinding – dinding bangunannya, sedangkan kalau di klenteng ini tidak ada.

Karena orang Indonesia, maaf sebelumnya, beberapa kali saya lihat orang Indonesia setelah makan membuang sampah sembarangan (Sambil mempraktekkan kegiatan membuang sampah sembarangan), corat – coret tembok sembarangan, ini tidak baik. Mungkin mereka senang dengan kegiatan mereka itu, tapi mereka tidak *respect* pada saya, saya tidak suka melihat itu.

- P : Sebelum tinggal di Semarang. Tahukah anda mengetahui bahwa Semarang memiliki tempat wisata? You know that Semarang have tourism destination?
- N : Saya tidak tahu. Saya hanya tahu pelabuhan dan itu juga dari teman saya. Dan dulu saya pergi ke Sampit lewat Semarang, karena juga melalui pelabuhan. Kemudian saya mengenal istri saya, dan saya jadi mengetahui semua tentang Semarang. Hahahaha.
- P : Ketika bertemu dengan teman yang dari Italia tersebut, informasi apa saja yang anda dapat mengenai Semarang?
- N : Tidak ada informasi apapun yang saya dapat. Tapi, saya suka membaca mengenai tempat – tempat bersejarah, jadinya kota Semarang, seperti apa kondisi Semarang pada jaman dahulu, saya suka membaca hal – hal seperti itu. Informasi seperti ini tidak ada. Saya suka mencari informasi seperti ini untuk apa, ini dari kapan, ini darimana, ini dulu apa, dan bla bla bla. Saya suka sekali mencari tahu. Tapi info di sini tidak ada, dimana? Mungkin ada, tapi saya tidak menemukannya atau memang tidak ada, susah untuk mencari tahu informasi seperti itu. Saya harus mencari tahu sendiri. Kadang tahu dari kata orang, misal dari orang bicara A, yang lain bicara B, dan yang lain bicara C, tapi saya tidak tahu yang mana yang benar.
- P : When you in Semarang, what is the positive experience do you get? Pengalaman positif apa yang anda peroleh?
- N : Yeah.. pengalaman positif yang saya dapat, saya bisa kenal banyak orang orang baik dan yang tidak baik, dan saya suka tinggal di Semarang. Tapi jika saya sendirian, saya sudah meninggalkan kota Semarang.
- P : Sedangkan mengenai pengalaman negatif, the negative experience, adakah pengalaman negatif yang didapat?
- N : Negatif ya? Tidak ada.
- P : Benarkah tidak ada? Misal seperti ditipu, atau naik taksi dengan argo yang mahal?
- N : Ohh itu sudah jadi hal biasa. Itu bisa terjadi dimana saja. Hahaha.
- P : Kemudian setelah berada di Semarang, darimana anda tahu mengenai istilah Semarang “Kota Banjir”?
- N : Ya, dari lihat air. Jika saya dari Banyuwangi ke Jakarta, saya lewat sini, beberapa kali saya tidak bisa lewat sini karena banjir dan tidak bisa dilalui. Tapi kamu tahu sendiri, orang Indonesia sendiri tahu Semarang “Kota Banjir”, ya atau tidak? Ketika kamu pergi kemanapun dan mereka bertanya kamu tinggal dimana, mereka akan menjawab “Oo Kota Banjir”. Hahaha. Pendek kata, itu sudah menjadi cap, julukan dan cap bahwa Semarang “Kota Banjir”. Jadi, kalau kamu mau beli rumah di Semarang sebaiknya di daerah atas.
- P : Jadi kesimpulannya, anda tahu bahwa Semarang adalah kota banjir karena pengalaman pribadi dan kebetulan pernah mendengar pendapat orang – orang bahwa Semarang “Kota Banjir”?
- N : Ya, beberapa orang bilang bahwa Semarang itu Kota Banjir dan dari pengalaman saya sendiri.
- P : Mengenai makanan, apakah anda suka culinary?

- N : Hm... Di Semarang saya tidak suka, karena kebanyakan makanan di sini rasanya manis.
- P : Jadi, anda tidak menyukai jenis makanan yang manis. Lalu bagaimana karakteristik jenis makanan di Italia?
- N : Coba kamu baca, di negara mana saja yang memiliki makanan terenak di dunia? Pasti jawabannya, Spanyol, Perancis dan Italia; atau Perancis, Spanyol, Italia; atau Italia, Spanyol, Perancis, ini adalah 3 negara yang mempunyai makanan lezat di dunia. Dan disana, arti makan lain daripada di sini. Di sini arti makan adalah karena lapar, bisa jam 5, 7 atau 9, kalau merasa lapar tinggal makan, sedangkan di sana tidak. Di sana ada yang namanya jam makan. Dan kalau makan ke restoran bersama teman mungkin bisa sampai 3 atau 4 jam duduk, tapi tidak hanya makan tapi juga bisnis di restoran, di depan piring makan.
- Sedangkan di sini tidak, di sini makan hanya karena saya lapar. Di sana tidak, di sana agak lain. Dan jenis makanan yang saya suka adalah nasi goreng, beberapa kali saya makan nasi goreng sampai tak terhitung lagi jumlahnya. Di Italia, juga ada nasi namun ketika saya mencoba makan nasi di sana rasanya berbeda dengan jika saya makan di Indonesia, saya tidak tahu mengapa. Dan cara memasak nasi pun berbeda, kadang di rumah saya memasak nasi untuk mereka, tapi istri saya berkata makanan apa ini, apa rasanya enak? Kemudian saya berkata, silakan coba. Dan ya, istri saya bilang kalau hasilnya enak. Hahahaha.
- Jika di Italia, saya suka seperti spaghetti, pizza, dan daging. Tapi sistem masak daging di sana berbeda dengan di sini. Contohnya, ketika masak steak, daging dipotong dan diberi bumbu bermacam – macam dan saya tidak suka seperti itu. Daging artinya daging. Contohnya, ketika daging dipanggang, jadi ketika dipanggang hanya dipanggang tanpa ditambahkan bumbu atau saus lain. Karena ketika saya makan daging, saya harus merasakan rasa dagingnya. Ngerti? Paham?
- P : Yeah saya paham, jadi saat makan daging, seharusnya yang terasa adalah rasa dagingnya, bukan rasa yang lainnya?
- N : Ya, jika kamu makan daging harus terasa dagingnya, kalau makan telur juga harus terasa telurnya.
- P : Tapi, Indonesia terkenal dengan rempah – rempahnya, dan pada masa lalu Indonesia sempat menjadi jalur perdagangan dunia.
- N : Iya, oke, tidak problem. Begini, tapi kalau makan daging tetap terasa daging, pasti ada rasa sedikit garam, merica, dan rasa dagingnya masih terasa dominan. Ngerti?
- P : Ouh yeah, saya paham.
- N : Oke, contohnya tadi siang saya makan
(Pergi menyalakan lampu karena gelap)
(Menanyakan pada istrinya tadi siang makan dimana, lalu berdebat mengenai nama restoran yang dimaksud.)
Di Ayam Goreng Suharti. Lalu saya makan nasi goreng, karena saya tidak makan ayam. Saya makan berkeringat sekali, karena rasanya pedasnya luar

biasa, tidak rasa apapun hanya ada rasa pedas. Saya memesan nasi goreng untuk makan nasi, bukan untuk cuma makan rasa pedas.

Tapi kamu harus tahu, mengapa orang Indonesia suka makan banyak lombok. Menurut saya, makan banyak lombok karena contohnya, you makan di warung. Beberapa saya lihat di warung dan ada orang memesan nasi goreng, lalu ketika tukang masak tersebut sedang memasak dan ada orang yang membayar dia kemudian memegang uang lalu penjual tersebut melanjutkan membikin nasi goreng lagi. Ini... Ouwwhhhh... Itu kotor sekali... Apa yang lebih kotor dari uang? Semua orang pegang uang, orang kotor pegang uang, orang sakit juga pegang uang, dan bermacam – macam orang lainnya, artinya kurang higienis. Kalau makan lombok, kamu tau sendiri kandungan capsaicin pada lombok adalah yang nomer satu, jadi orang di sini biasa makan banyak lombok agar tidak sakit. Menurut saya, maaf jika mungkin saya salah, lombok, bawang putih agar tidak sakit. Tapi menurut saya, faktor orang pegang uang kemudian melanjutkan memasaknya lagi, maaf, jika kamu memasak untuk dirimu sendiri, itu tidak masalah, tapi kamu memasak makanan tersebut untukku, ya atau tidak? Setelah memegang uang, sebaiknya kamu cuci tangan dengan sabun sebelum melanjutkan kembali memasaknya. Contohnya, di sini banyak orang terkena tifus? Kenapa? Ya, karena kotor, bukan dari burung (flu burung) atau dari lainnya, ya karena dari kotor, budaya hidup yang tidak bersih. Oke.

P : How about the traditional dance, javanese dance?

N : Kalau saya lihat tarian tradisional, saya akan mengambil telepon genggam saya dan saya main dengan telepon. Karena saya bukan orang Indonesia jadi saya tidak mengerti. Karena kalau ada turis melihat tarian tradisional (Memperagakan orang menari tari tradisional), seharusnya ada informasi untuk mengetahui ini tarian apa, untuk apa tarian tersebut, ini sejarahnya darimana, baru orang akan tertarik untuk melihatnya.

Sebelumnya, ketika di Bali dan saya lihat tarian tradisional Bali, kemudian saya diberi satu buah brosur yang memberikan informasi mengenai untuk apa tarian ini dilakukan, tarian ini berasal darimana, tarian ini dilakukan karena hujan atau bukan, untuk orang meninggal dan lain sebagainya. Karena adanya informasi tersebut, baru kemudian saya tertarik untuk menontonnya.

P : Dan di Semarang, anda belum pernah menemukan hal seperti itu?

N : Selama saya di Semarang, saya belum pernah melihat hal tersebut, mungkin saya salah atau saya tidak tahu.

P : Ya, oke. Saya rasa ini merupakan sebuah masukan yang bagus. Senang berdiskusi dengan anda seperti ini, hahaha. Menambah wawasan. Hahaha.

N : Lalu, besok ada polisi datang kemari dan menahan saya, mengapa kamu begitu... Hahahahaha....

P : And then, about the accessibilities, contohnya ketika anda menuju Lawang Sewu, apakah ada masalah dengan akses untuk menuju ke suatu tempat?

N : Ya tentunya, macet. Tetapi tidak seperti ketika di Jakarta, bisa sampai menghabiskan waktu hingga 24 jam di jalan. Kadang, saya pergi pukul 2 pagi, uihh.. jalanannya sepi. Hahahahaha. Akan tetapi kadang saya pulang dari Purwodadi, jalan apa ya itu namanya?

- P : Majapahit?
- N : Iya, uwoohhh wohhhhh, macetnya... Terlebih, ketika pagi dan sore hari. Perjalanan dari mana itu daerah Majapahit?
- P : Demak?
- N : No No yang saya bilang tadi.
- P : Purwodadi?
- N : Iya Purwodadi. Dari Purwodadi-Semarang bisa sampai 2x lipat lama waktu perjalanannya, karena macet.
 Karena menurut saya, macet disebabkan karena tidak adanya disiplin. Ketika lampu merah, semua orang jalan. Atau mungkin kamu juga melakukannya ya? Atau mungkin kamu juga melakukan hal yang sama. Hahahaha. Ketika lampu menunjukkan warna merah, artinya berhenti!. Dan warna lampu hijau, jalan!. Itulah yang membuat macet.
 Sebagai contoh, ketika sebuah kendaraan akan masuk atau keluar dari rumah, kemudian ada mobil yang akan lewat, seharusnya kendaraan berjalan ketika mobil berhenti. Menurut saya, ketika kendaraan tersebut akan keluar, seharusnya menunggu hingga tidak ada mobil yang melintas, baru kendaraan tersebut keluar. Bagaimana menurutmu saya salah atau tidak?
- P : Saya rasa tidak. Hahahaha.
- N : Di Eropa, kendaraan yang akan keluar seharusnya menunggu hingga mobil atau kendaraan lain yang akan lewat. Saya rasa lucu yeah kalau mobil harus menunggu kendaraan yang akan lewat. Tapi saya rasa orang Indonesia adalah orang yang baik. Ya, betul? Bagaimana tidak, mereka mau mengalah kepada orang lain. Hahahaha.
- P : How about the facilities in Lawang Sewu?
- N : Fasilitas apa? Tidak ada fasilitas di sana.
- P : Bagaimana dengan toilet? Apakah anda menemukan toilet?
- N : Ya, ada toilet di sana, tapi kita harus membayar lebih dahulu, ini lucu ya. Ketika kita mengunjungi sebuah tempat wisata, bukankah seharusnya ada toilet di sana ya? Seandainya saya tidak punya uang, lalu dimanakah saya harus kencing? Kencing di pinggir jalan? Ya saya tidak berani, ini akan menyebabkan bau yang kurang sedap, dan saya tidak berani melakukan hal tersebut. Dan kalau saya berada di suatu tempat wisata dan saya lupa membawa uang, dan saya harus pergi ke toilet maka saya harus meminjam uang kepada orang yang saya tidak kenal baru kemudian saya dapat kencing di toilet? Itu juga tidak mungkin kan, hahahaha. Saya kurang suka akan hal tersebut.
- P : Oke, jadi menurut pendapat Romano, fasilitas adalah fasilitas, dan tidak seharusnya membayar?
- N : Iyaaa.. Jika ada fasilitas tapi kita harus membayar, itu bukan fasilitas. Di Eropa, semua kota punya toilet umum jadi tidak harus membayar. Sebagai contoh, ada sebuah hotel, tapi saya tidak punya uang, lalu haruskah saya masuk ke hotel hanya untuk pergi ke toilet? Bisa saja kamu masuk ke hotel tersebut, tapi menurut logika saya, saya masuk sebuah hotel untuk pakai toilet, itu tidak boleh. Lain cerita, jika saya sedang tinggal di hotel tersebut, maka saya dapat kencing di toilet hotel itu. Tapi kalo saya jalan kaki dan saya

ingin kencing akan tetapi tidak ada uang sehingga tidak bisa bayar, lalu saya harus masuk hotel? Hahahaha.. Bagaimana?

Kadang saya juga terkejut dengan masalah parkir, saat kita pergi ke suatu tempat dan saya tidak parkir di depan tempat tersebut melainkan di pinggir jalan, tapi kemudian tukang parkir tersebut tetap meminta biaya parkir ke saya.

P : And then about the service in Lawang Sewu atau Sam Poo Kong, how about you? Maybe not in Lawang Sewu, maybe in other destination. Pelayanan mereka itu menganggap turis atau tidak?

N : Ya.. saya kasih tahu satu hal. Beberapa kali saya dengar orang berkata kepada saya tapi tidak saya dengarkan “kamu pulang ke negara kamu”. Tidak enak yah... seperti itu... Maaf sebelumnya. Suatu kali, saya belanja di sebuah pusat perbelanjaan dan ketika saya membayar di kasir, seorang wanita di belakang saya mendorong saya, dan saya berkata kepada ibu tersebut “ Bu awas ya bu, jangan dorong – dorong, bisa mundur sedikit” Ibu tersebut kemudian berkata “Aaaahhh Apa kamu, ini ni punya Indonesia, bukan punya kamu!”. Kemudian saya berkata, “Ckckckck kamu yang masuk ke rumah saya, karena pusat perbelanjaan ini bukan punya Indonesia.” Yeah udah biasa seperti itu, beberapa kali saya mendengar kata – kata yang seperti ini. Tapi ini bukan masalah buat saya, karena saya masukan telinga kiri dan keluar telinga kanan. Hahaha.

P : Jadi ada orang Indonesia yang seperti itu ya?

N : Iya, ada. Kadang ini menyakitkan buat saya, tapi ya sudah... mungkin orang seperti ini... kurang... hmm... tidak tahu... tidak normal.

P : Lalu, selama di Semarang, pernahkah Romano pulang ke negara asal?

N : Setiap tahun.

P : Berapa kali?

N : Kalau sekarang, 2 tahun saya baru pulang ke rumah. Tapi biasanya, setiap tahun saya pulang.

P : Mengapa 2 tahun? Tidak setiap tahun seperti biasanya?

N : Iya, karena baru – baru ini ada sedikit krisis moneter yang melanda di Eropa. Artinya permintaan menurun, sehingga tidak perlu sering ke sana. Tapi sebelum krisis, 2 kali setiap tahun saya pulang keliling Eropa. Pergi, bawa order dari sini, kemudian dikirim ke sana.

P : Jadi alasan anda pulang 2 tahun ini karena adanya krisis ya?

N : Iya, tapi saya lihat ini sudah mulai hampir normal kembali. Sepertinya Februari atau Maret saya akan pulang selama 1 bulan, untuk berjumpa dengan teman, buyer, dan merasakan angin dari kota saya. Hahaha.

P : Mengapa? Ada apa dengan udara di sana? Apakah anda terganggu di sini?

N : Iya, saya agak terganggu dengan kondisi udara di sini. Banyak polusi.

P : Lalu, bagaimana dengan kondisi udara di sana?

N : Bersih. Di kota seperti Semarang, mungkin ada 50 tempat stabil yang dapat digunakan untuk mengontrol polusi. Bila keadaan polusi meningkat, penggunaan mobil dihentikan selama 2 atau 3 hari mobil tidak boleh masuk kota kecuali bus. Atau bisa juga dengan penggunaan semacam alat khusus untuk mengukur asap yang keluar dari kendaraan. Pada mobil – mobil, baru

sudah ada alat semacam ini, tetapi untuk mobil keluaran lama belum dilengkapi alat ini, jadi ketika tingkat polusi udara tinggi mobil – mobil lama ini tidak diijinkan untuk keluar. Itulah yang menyebabkan udara dan air di sana bersih sekali. Luar biasa bersih. Dan di sana tidak boleh membakar, tidak seperti di sini. Dan jika membuang sampah, dikategorikan menurut jenisnya.

Dari 40 tahun terakhir media hidup di Eropa naik 10 tahun. Kamu tahu kenapa bisa seperti itu? Karena mereka menjaga betul udara, air dan makanan mereka. Dengan budaya hidup yang lebih sehat maka usia seseorang akan lebih lama masa hidupnya. Selama 40 tahun, media hidup meningkat tiap tahunnya.

P : Ketika pulang ke Italia, pernahkah menceritakan kepada keluarga atau teman mengenai kota Semarang?

N : Ouh... Tentu tidak, kalau saya ceritakan kepada mereka, tentu mereka tidak akan berkunjung ke sini. Hahaha.

P : Kenapa? Apakah menurut mereka Semarang tidak termasuk kota yang disarankan untuk dapat dikunjungi?

N : No no no no no no no. Bukan seperti itu. Itu lain. Beda. Tapi banyak orang Eropa yang ada di Indonesia ya?

P : Iya... Banyak...

N : Berarti saya kira ini masuk rekomendasi. Tapi saya kira, kalau kamu mau tahu bagaimana kota Semarang, datanglah ke kota Semarang. Daripada hanya sekedar mendengar dari cerita saya saja, dan saya hanya dibilang bermulut besar. Ya, datang saja ke sini dan kamu dapat rasakan sendiri seperti apa kota Semarang. Hahaha.

P : Andthen absolutely you want to revisit or comeback again in Semarang, after you back in Italy.

N : Oh yeah. Tentu.

P : In your opinion Semarang is friendly for tourist or no?

N : Bahasa Indonesia, bahasa Indonesia.

P : Menurut Romano, apakah orang Semarang termasuk ramah terhadap turis atau tidak?

N : Ramah itu artinya apa? (Memanggil istrinya untuk menjelaskan kata yang tidak ia pahami.) Kadang-kadang ada bahasa yang saya tidak tahu.

P : Menurut anda orang Semarang baik untuk turis tidak?

N : Kebanyakan, iya.. Tapi, kadang ada juga orang yang seperti tadi saya bilang, yang agak sedikit kurang normal. Tetapi, tidak saya ambil pusing, masuk telinga kanan keluar telinga kiri. Karena orang seperti itu ada di semua dunia. Di semua dunia, tentunya ada orang baik dan ada pula yang tidak baik, dan di Indonesia pun sama. Tapi, saya rasa orang Indonesia ramah terhadap orang asing.

P : Jadi hanya sebagian saja masyarakat Semarang yang tidak respect? Jadi dapat disimpulkan bahwa masyarakat Semarang termasuk ramah terhadap orang asing?

N : Iya, sangat ramah.

- P : And in your opinion, apakah Semarang termasuk kota tujuan wisata yang masuk rekomendasi atau tidak?
- N : Ahhh... Kalau ada turis ke Semarang, lalu saya mau ajak dia kemana? Kalau saya, saya... Satu tahun lalu saya pergi ke kebun binatang, dan kalau ada teman saya di sini, saya tidak akan ajak teman saya untuk ke sana. Lalu lainnya ada apa? Pintu seribu ya? Lalu apa lagi?
- P : Klenteng...
- N : Tapi klenteng ada dimana-mana, tidak hanya ada di Semarang saja.
- P : Gereja Blenduk..
- N : Ya itu juga sama. Karena menurut saya ya, Semarang itu adalah Kota Industri, bukan Kota Wisata.
- P : OK, bisa saya simpulkan Semarang bukan Kota Wisata, tapi Kota Industri?
- N : Menurut saya begitu. Menurut saya.
- P : Bukan kota banjir? Hahahahaha
- N : And and and..... That's it... itu itu itu... Ini mungkin ada satu motivasi untuk bawa turis ke sini dan kasih lihat banjir. Jadi wisata banjir. Hahahaha.
- P : Jadi menurut Anda, banjir ini bisa jadi objek wisata baru? Hahahaha.
- N : Iya iya... Jadi objek wisata baru di Semarang.
- P : Kemudian bila kita membandingkan dengan kota lain, seperti Jakarta, Sampit, atau Banyuwangi, dan juga Semarang. Kota manakah yang lebih baik bila digunakan sebagai objek wisata?
- N : Ouhhh no no... Menurut saya, saya yakin lebih baik Semarang. Jika kita bandingkan dengan Banyuwangi, Jakarta, Surabaya, Sampit, akan jadi lebih baik Semarang.
- P : Dalam kehidupan sehari-hari lebih baik Semarang. Apa yang membuat Semarang menjadi lebih baik?
- N : Karena kota tapi kota tidak terlalu besar. Kalau kota tidak terlalu besar, menurut saya lebih aman, lebih bagus itu, coba kalau ke ke.... Jakarta, orang depan sini (Sambil menunjuk rumah yang ada di depannya) kamu tidak kenal, karena pergi pagi bla bla bla. Sini very nice, bisa bicara dengan dengan semua, ngerti? Semua kota besar begitu ya, semua sama ya, sibuk semua ya. Di Italy sana, kalau kamu pergi ke Milan, Roma, Torino, kemana-mana, Venice sama, ini tempat tinggal siapa? Tidak tahu. Ngerti? Biasa semua dunia begitu ya. Tapi Semarang beda, karena kota tidak terlalu besar, dan tidak terlalu ramai.
- P : Kemudian apa lagi ya yang lebih enak dari Semarang?
- N : Di Semarang, lebih enak Semarang, karena kamu datang sendiri. Hahahaha.
- P : OK, jika kamu mau tahu, kamu harus coba saja sendiri ya? Hahahaha. OK, kemudian untuk harga dan biaya hidup, apakah juga lebih murah atau sama saja sebenarnya?
- N : Semarang dengan kota lain? Semarang mahal.
- P : Semarang mahal?
- N : Iya. Menurut saya beda dengan Jakarta. Jakarta lain, tinggal di kota besar seperti Semarang, Semarang mahal. Tapi semua hidup, rumah, apa-apa, semua mahal. Saya sering ke Jogja contoh ya, menurut saya Jogja jauh lebih

murah dari Semarang, menurut saya begitu. Sama restorannya ya, tidak di sana warung di sini di...

P : Sama-sama restoran.

N : Di Jogja lebih murah.

P : Kenapa ya?

N : Saya tidak tahu. Menurut saya, karena mungkin di sana ada perputaran lebih banyak, mengerti?

P : Cash flow ya?

N : Ya cash flow lebih banyak, lebih bagus, kalau jual 10 piring satu hari, atau jual 100 piring satu hari. Ya itu bedanya. Iya nggak?

P : Ok, jadi di situ bedanya ya?

N : Ya begitu, menurut saya, tapi Semarang lebih mahal ya. Kalau kadang-kadang makan, wuaahh...

P : Nasi goreng 15.000

N : Coba kamu di Italy, kopi di sana nomor satu di dunia 90 sens itu artinya 12.000. Coba, di sini untuk segelas harganya 40.000, 50.000.

P : Padahal di Italy lebih enak ya? Lebih murah pula.

N : Ya. 90 sens, karena di Italy harus semua restoran mau jual apa-apa harus di depan ada semua harga. Menu harga, di sini mana? Saya ada 10.000 kalau harga makanan 12.000 maka saya tidak bisa makan, maka saya harus beli yang harga 9.000 ya. Ya nggak?

P : Iya, lalu yang seribu untuk bayar parkir ya. Hahahaha.

N : Apa namanya, saya lihat di sini tidak ada balance dari harga makanan dari gaji orang. Orang kerja, salary harus makan di warung. Warung bisa kena tifus, tifus bisa mati. Kalau orang-orang kaya tidak masalah, bisa makan dimana-mana. Ya nggak? Tidak ada balance. Karena contoh kopi 45.000, 45.000 kenapa orang apa namanya, kerja tidak boleh minum kopi di sana? Karena dia tidak bisa, karena kalau minum satu kopi, bisa satu minggu tidak makan? Ya nggak? Ya nggak? Kenapa dia begitu? Ada diferensi “Oo kamu miskin, saya kaya”

P : Harusnya semua sama?

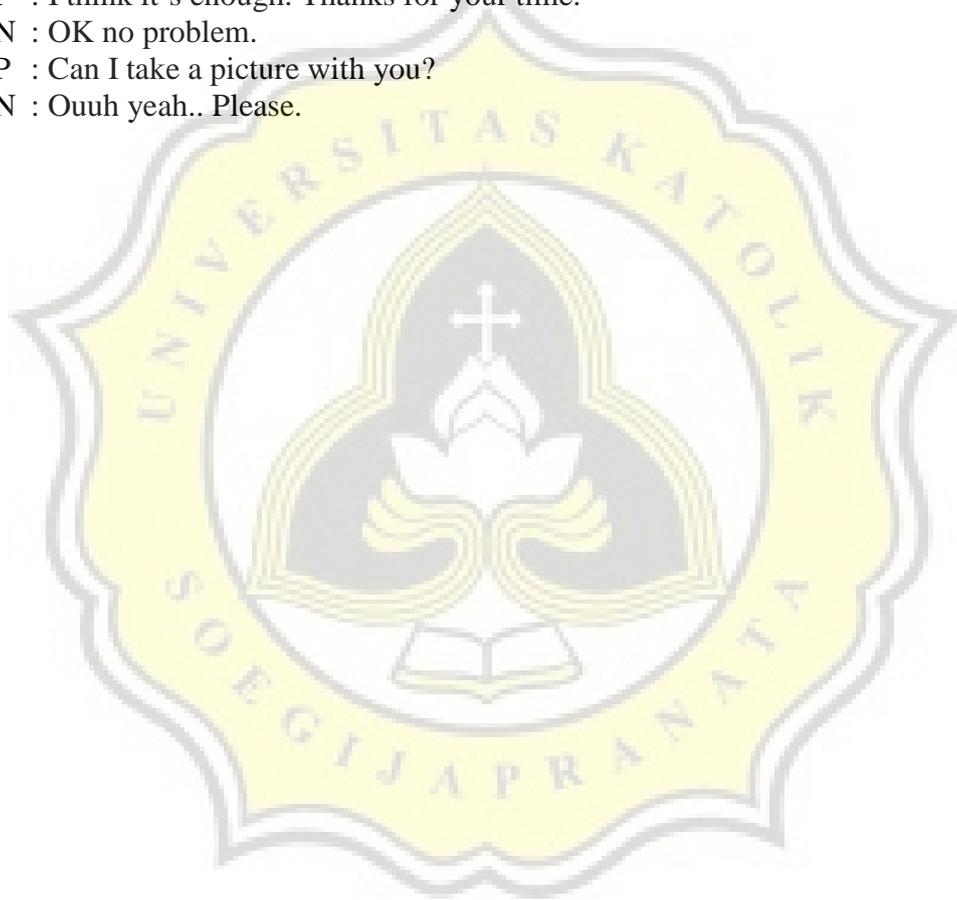
N : Ok saya katakan tidak harus semua sama, tidak bisa, karena ada orang punya dan ada orang tidak punya. Tapi sekarang ada begini (Sambil menunjukkan sebuah jarak dengan kedua tangannya) harus.

P : Jaraknya ya? Jaraknya harus dikontrol supaya tidak terlalu jauh?

N : Iya. You lihat berapa kali lihat di pinggir jalan orang minta uang, ada banyak minta uang, ada orang kaya karena kaya minta uang dan punya 3 rumah ya, tapi ada orang minta uang karena dia tidak mampu. Bener nggak? Ya ya, saya kadang-kadang kasian, “bagaimana ini tidak punya makan”, saya pikir kadang-kadang kalau saya pergi pulang dari Surabaya pakai mobil jam 11 malam, di sana tutup, di sini tutup, saya tidak makan, ya nggak? Kalau saya seperti ini, lalu saya lapar. Lalu saya pikir kalau saya tidak ada makan, karena orang ini sama, kalau mereka lapar tapi tidak uang. Lalu cari makanan di sampah, ya nggak? You bisa lihat ya. Untuk you mungkin normal, untuk saya tidak.

P : About the humanity.

- N : Diferensi miskin atau kaya. Atau harus, tidak tahu, tidak tahu.
- P : Ok ok. No problem. And then about the pre before you come in Semarang, on in Semarang, and you pass go out from Semarang, kamu memiliki ada rasa senang atau tidak selama berada di Semarang?
- N : Saya senang, seperti yang saya katakan tadi saya senang. Senang karena di sini punya famili, punya anak, punya, coba lihat tidak ramai, tidak ada apa-apa. Tidak ada masalah, senang, tapi kalau saya tidak punya ini (Sambil menunjuk istrinya) saya tidak ada di Semarang lagi.
- P : Mungkin sudah tidak ada di Semarang lagi?
- N : Saya mau ke Jogja, tapi dia tidak mau.
- P : I think it's enough. Thanks for your time.
- N : OK no problem.
- P : Can I take a picture with you?
- N : Ouh yeah.. Please.



Interview 2:

Transcript Interview with Feda

Expatriate from Poland

Place: Industries Complex on Semarang Barat

Time: Wednesday, 23th December 2015, 03.00 p.m – 04.25 p.m

P : The first can you introduce yourself, about your name and then where are you come from?

N : OK, my name is Feda.. Feda. I'm 30 years old. I come from Poland. I live with my family in Semarang.

P : OK, live in Semarang. How long you stay in Semarang?

N : Now, these year is here a number 5, hmm yes we 5 years in Semarang.

P : Before stay in Semarang, where you stayed before?

N : I Came from Poland. I was on Poland. I came from Poland and straight to Semarang. I never stayed in another country in Indonesia, only Semarang.

P : Ouh yeah only in Semarang. Besides in Indonesia, which country that you was visited?

N : Yeah of course I gone to another country, like China, like Singapore, like Malaysia.

P : Asia?

N : Yeah Asia.

P : It's for business?

N : For work, yeah for business, and then I comeback again to Semarang.

P : Why you choose to stay in Semarang?

N : Actually I don't choose. Well I had been hired by my.. by my employer. These factory in Semarang. So it's not my choice come to Semarang or to go on Jakarta, because we have our factory in Semarang, so I have to come in Semarang.

P : Talking about your factory, since years..

N : The factory was 2010. Before these the factory was in Jepara. But I never stayed in Jepara. The manager before me was in Jepara. But, me are join the company in Semarang.

P : So you are in Poland and you called to Semarang?

N : Yes. They allocated me at Semarang.

P : And then when you go out from poland, do you have a nervous feeling? Scary or etc?

N : No no no. Nothing I had been, I used my tablet and I know about whats.. aaa.. and come.. aaa I ask about the country, and I ask about the people, aa and so many aaa... I mean how the people and how about the life style of Indonesian people. And then I had the shared about the culture, maybe we have a same in religion. Yeah I think it's easy for me to get the integrate with the people.

P : You get the same in religion?

N : Yeah that's maybe is the reason. And also, There is one important, that Indonesian language has so many Arab words. Has so much, wajah it's so Arabic, and then kursi it's so Arabic. Hahahaha. There are also a lot of

- Indonesian words came from Arabic. So it's easy think for me you know. I feel like home, I feel in my country. OK go on.
- P : So, I think Semarang is comfortable for you?
- N : Yes it's so comfortable, the people is so very nice, smile for the time, very kind, helpful, and it's so easy for me to you know, to get use the people and the country.
- P : Before you in Semarang, you get the information? You find the information?
- N : Yeah of course because it's not a short journey for me and i not live in 1 or 2 or 5 days or a week and then I comeback, No. Of course, I have to understand the little information about the country about the people.
- P : So, where you get the information?
- N : From Google of course, from Indonesian people.
- P : Wow from Indonesian people?
- N : Yeah friends from facebook. If I know that they are from Indonesia and then i would check the profile and then I'm start to chat the people one by one. I think it's the function of social media. You know sometimes you have so many friends from facebook but you don't know them, you know what i mean? Until you need to know them more. Listen, listen the case. And I contact them to know about the people, about the country, about the schools, I ask about the schools because I have a kids. Yeah that it's one think very important for me, to know about the education system in the country.
- P : So you get the information from google, internet, and friends from facebook?
- N : Of course, ouh I think information from my company also. They are explain so many things to me about the country.
- P : You have a friends in Semarang before?
- N : Ouh no no no. I don't have a friends in Semarang before.
- P : OK, so you never stay in another city in Indonesia?
- N : Well, I travel in another city just only for my business, and for tourism I go with my family.
- P : Can you tell where is the another city you have visited?
- N : We went to Bali, we went to Jogja, Magelang also, yeah and.. Jakarta. And Jakarta just only for work, yeah just only for work. And my places for tourism in Bali, Jogja, Magelang, we visited like in Borobudur just for refreshing in holiday. Yeah you know what i mean.
- P : Can I say that you like an exploration?
- N : Yes.. of course the exploration the country. Also you need kind of chance, like working all the time, I need the chance, I need time for leave from Semarang and go to the another city just for refreshing or exploration and I think recreation.
- P : OK, when you the frist time come in Semarang?
- N : September 2011. And I can remember 17th of September 2011.
- P : What the information you got about Semarang, just only Semarang not Indonesia?
- N : No No only Semarang, because I go to Semarang. To be on about the food, school, mosque aaa.... That's all, food yeah I said food also.
- P : No information about the tourism destination?

- N : No. Because the first I search is relevant information for work, and I'm not coming in here a tourist. If I was tourist, I will come true the travel agency, I will not come to my company. I only concern about the schools, the language also, and know about the people, yeah it's the qualified for I checked before I come, about the life style also, yeah food, mosque, schools, just that it.
- P : Can you tell me more about the food, about the life style?
- N : Food is not really the problem for me. Yeah because me myself I like to try the new food. The taste of food is very strength, sweet, sweet food and very spicy, very spicy. We in Poland my country, we had life in between on spicy and such sweet. Sweet just only for desert, you know the desert, not sweet food, sweet chicken. This is sweet for me. Hahahaha. Chicken is almost salty, but not sweet that all. Sweet is not on menu, just only for on desert.
- P : So you have a problem with these food?
- N : No no I don't have a problem, just only a shock with the sweet and spicy food. And I eat everything, I have no problem, I love about the food.
- P : And can you tell me about the life style?
- N : You know I not look the life style of the person, I just interested with the life style, I mean life style just can you see people their life style like on our country or not, that's all, and I founded the same. People their are go out, enjoy the time, yeah has the way of life with my country, so is similar.
- P : Now, I want to know your definition about the Semarang city, I want to know what is your opinion about Semarang City.
- N : Semarang city is a peaceful city, like quite, aaa there not much entertainment in Semarang. You know the city is sleep at 9 o'clock or 10 o'clock, you know. There are not something to do, but it's not a problem for me, because I feel so tired at the night, and I have a family so I prefer to back at my house and get the family time, and tomorrow I have the rutinity.
- P : You enjoy in Semarang?
- N : Yeah I'm enjoy life in Semarang and my familiy also enjoy in Semarang. And general in Indonesia I'm enjoy.
- P : Why you enjoy in Semarang?
- N : Yeah I said it's nice, it's quite not busy like Jakarta, not traffic, not crowded, Jakarta it's a capital so traffic and very crowded. Semarang is very quite city, I like a quite city. That's whay I'm enjoy in Semarang.
- P : What do you know about the object tourism destination in Semarang?
- N : Semarang I don't know much about Semarang. I live in Semarang, but I know about Merapi and it's not Semarang, you know, Borobudur. And very close from Semarang.
- P : Why it's very close?
- N : Yeah it's so close. Just only 2 or 3 hours you can go there.
- P : OK, now do you know about Lawang Sewu?
- N : What is that? It's the building with 1000 doors?
- P : Yeah 1000 doors.
- N : Ouh hahahaha... Yeah of course I know. I visited the places with my family. May I not really very famous with the Indonesian name of the places, but I visited so many place in Semarang, and I can not remembered all the names.

My kids their know everything, my son and my daughter now much. I can not remember because you know that a father just drive go in here and go there, but I can not remember what is the name. Hahahahaha.

P : What do you know about that?

N : Yeah it's a historical places in Semarang. But I think we just can take a picture in there, and can not do anything.

P : Are you visited more places in Semarang? Like a Klenteng Sam Poo Kong maybe?

N : Yeah I go there. The temple you mean?

P : Ouh yeah temple.

N : Yeah I gone there. And then the old city. Just I said before, I gone many places, but I not familiar with that's name.

P : OK, and then how about these places? I mean how about the accessibilities?

N : Accessibilities it's so easy. You can found anywhere with your smartphone. Anyplaces you can know. And you not lost. Besides, you can use your mouth to ask someone for help you. So you can used your application in your smartphone actually application mapping righth, for example like waze, and you can use your mouth for ask someone.

P : Next, how about the attractions in the tourism destination on Semarang?

N : Some people looked from these cover, from the building it's so old. I'm sorry, but I think, some people must looked from the traditional look of the building, it's so very nice I think, it's the signature of the building. You know what I mean?

P : Yeah I know what you mean.

N : I think your question about my opinion in old city is a good question, I like this question. But also if you have so many the modern building, the modern side it is also it's not the face of Indonesia in general. One thing is the polution, and also people have to start awareness to make a polute, and not throw a paper in the road. Take care about the cleanest of your country, about the city, it's so very important. Because Indonesia from my point of view is so very beautiful, heaven on earth. But because Indonesia take it from granted, this country they can't really see about the beauty of their country. And somepeople from the world come to Indonesia to see how the beautiful this country. And how the people they must really take care this place, take care this country, take care the mountain, take care of the forest, take care of the everyplaces, the rivers. The rivers are very dirty, the people should be take care of them, should not throw the trash. Aaa... The new generation should be more work for clean from polution. So you have to wake up for the future, it's so very important issue, to get care.

P : So how about the facilities in there?

N : That are not a facilities. There is nothing in there. There is nothing facilities in side. So what do you mean with the facilities? You have a mall, you have a cinema, you have a pedestrian, you have the swimming pool of the city. You have a hotel, a nice hotel, you have a club. This is the facilities of city and you have all.

P : I mean about the toilet, about the tourist facilities.

- N : Ya ya, there is information board, for give me information that I'm in here. Me myself said the place is not a interesting place, just a big building with so many doors, but you can't see anything, you just saw the empty room. I and my family go there, and we have explore ourself and no guide. No one came to introduce his self or her self to said "can I help you, or you need anyhelp, you need someone to explain about the places" there was no one. And then we serve ourself, go down, go up, down the stairs.
- P : You get some information?
- N : No one information. Only information just from a information board, just that's all.
- P : And about the service?
- N : Service exactly, tourist should be serve. If the places is big, maybe the service is not impact to me, but if the places is small they can serve me and my family and I get the services. And I think local guide must be there, to explain anything about the place, about when the building was inaugurated. And this is very important, the local guide should can speaking in english, if you are the javanese people you know what these guide speaking, but the Chinese, the European don't know what you mean, because english is international language. OK?
- P : Can I say that tourism destination in Semarang is not friendly for tourist?
- N : Hahahaha. Me myself it's not only friendly or not friendly, I can said that must be more services in the tourism destination. In generally, people in Semarang are so friendly. You can not ignore it, you can not say no. Needs more services, a lot of services is not there, specially in the touristic areas.
- P : So I can say that the people are friendly, but the tourist information is not there?
- N : Yeah. It's not much there.
- P : So you suggest that Semarang must add the tourist information?
- N : Ouh I think not only Semarang, in the other places at the other city no one information, like a Borobudur it must add the tourist information. Indonesia is a touristic destination, people come from the world and visit to Indonesia. Maybe the service or facilities to be repaired. I mean the government also response about the tourism, the country must more attention with the touristic, attention from information provided, also taking care the place and must be nice and clean, so the people are enjoy to go to the destination. When people go to the touristic place, they just not see the garbage in there. That one important.
- P : So the government must be concern in the tourism destination?
- N : Ouh I mean not only government. Maybe public sector who care with the tourism. Not always the government, but all of people should be care, give the more cooperation to grow up the tourism destination.
- P : So you know that Semarang is famous with the flood city?
- N : Well.. so much place flood at the city, it's the problem for everycity in everywhere. Flooding you mean? Banjir? Banjir in Semarang. I'm 1 year in Semarang, but I don't see banjir in Semarang. Not like Jakarta, Jakarta is worse.

- P : So you don't agree that Semarang is the Flooding city?
- N : I don't know. But I'm in here 1 year and I don't see banjir. Maybe it's because I live in the high areas, near mountain. But in the down areas maybe banjir, but not always. Maybe some people says that Semarang is the flooding city, but I said no, because I never see that. If the city had a rain in one day, Semarang maybe flooding can be there, you know what I mean?
- P : Hahahaha.. yes I see I see. OK, so in your opinion, what is the brand for Semarang city?
- N : About Semarang, first brand for Semarang is Industrial city. But I saw that Semarang had so many factory, but the factory in Semarang is clean factory. They are don't polute so much, it's really nice for the city. Although I think that Semarang is Industrial city, you can see that, it's a clean, industrial but it's clean.
- P : OK, Industrial city not a Tourism city?
- N : No no no.. I search that Semarang had no touristic areas.
- P : When you in Semarang city, what is the positive experience do you get?
- N : Aaa... (Silent)
- P : It's so hard for you?
- N : Ouh no no not to hard... I just remember. Hahahaha. I try to remember what is the positive side. So manythings, me live in Semarang had so many positive experience, like the first I said in the begining, that the people is so nice, they are so helpful, they also keep contact, good tradition that they keep in their heart and their mind, they so respect, I like this very much and it's so very important for the nation, for the people, for the country, they keep this always, that the people take care for the other. Indonesia in general they have a good tradition, in Java island had so many tradition, it's my observation, I living in Indonesia in Semarang my honest I had so many positive experience. 5 years living in Indonesia I never feeling bad.
- P : Oke, when you in Semarang city, what is the negative experience you get, maybe someone stolen your wallet?
- N : No no no... Semarang is so very save. Sometimes someone said me take care of you. Me myself I can tell if this city is very save, compare to the another city, the country is the best for visited and Semarang is very save.
- P : You said that somepeople in Semarang is helpful?
- N : Yeah these people is about kindness.
- P : You have an experience before?
- N : Well no, I see the people. The people ask someone who need your help, and ask you. And then 3 and 4 persons breaking up and who smiling at you, and give you help. Not only one, but so many people.
- P : So I want to know about the traditional dance, you like it?
- N : Well something like that .Yeah I don't understand. Quite, and sweet move.
- P : It's so bored?
- N : Ouh no. Hahahaha. It's not bored, it's not really, I'm sorry, I don't know why they are moved, and why this make up, why they give their face and expressions. I just know that the dance have a something means, but I don't

- understand. It's so very interesting, and I like to watch, but I don't understand.
- P : If you have the brosuers, and give you the information and tell you about the story of the dance?
- N : Yeah it's more value, I can understand why they are moving and etc. And it's so interesting to watch I think.
- P : OK, so you interest with the traditional dance, but you don't understand? So how about your traditional dance in your country?
- N : Yeah it's so very difference. We have.. we come from a other part in the world. If you go to china, and you go to other country, you can see the differences, difference in traditional dances, in traditional food, and the traditional dress also.
- P : So how about the beach of Semarang city?
- N : I never go to the beach.
- P : Ouh why you never go to the beach?
- N : Yeah it's beacuse the beach it's not suitable for swimming. It's not really clean. I don't know the beach. So I never go to beach.
- P : Can I say that Semarang haven't a beach?
- N : Ouh I don't know, but if you ask me about the beach, I say that I never go to the beach. I can't said good or not good. It's not fair, because I don't have an information.
- P : Next, when you in Indonesia, are you have back to your country?
- N : Not yet. Yeah not yet. My family they have back to our country, but me myself don't comeback. Next year insyaallah, yes next year.
- P : When you back to your country, are you tell your family or your friends about Semarang?
- N : Yeah the original. I talk about everything, yeah I keep all to people, my friends, my family, I will told them about everything, about the good things I see, about the people, about the weather, about the food, and about everything. Because they know.
- P : So why you tell them?
- N : Because they are your friends, and you want to share with them. If you have bad or nice experience, good things of the day, you have all a kind of communication, you can communicated with them with your handphone, by video, you can show them. I show my sister, my brother when I'm driving with skype when I see anything. You can see my house, you can see my family, with video call I think everything can be easy. With video call you can show anything, if you want right now our meeting can video call now. Hahaha.
- P : OK, when you show them about your video, what is their response?
- N : Well, I share about the good experience. I give something good, so they are give the good response too. Hahahaha. No bad experience I had shared, the bad experience also I keep for myself. Absolutely they give a good response.
- P : When you back to your country, you want back to Semarang or revisit again in Semarang for the next time?

- N : Yeah of course. I like Indonesia so much, even my country I want to visit Indonesia, I want to visit my friends in here. Yeah I like Indonesia. When you live in here 5 years, and you like it, and you enjoy, you have no problem with the situation, absolutely of course you want to back again in Indonesia. You will keep back coming here every year.
- P : In Indonesia? Not Semarang?
- N : Well Semarang of course.
- P : And then in your opinion, Semarang is recommended to be a tourism destination or no?
- N : Well. Semarang it's not really touristic destination. To be honest, I can tell to the people "Yeay come to Semarang, you can see something" but nothing. Semarang good just for stay, you can stay to the hotel and make a daily trip to out Semarang, and go to the touristic areas that surrounding the city. For example, you wake up on 6 o'clock in the morning, you will be 9 o'clock in Merapi. Just 3 hours you in Jogja, and the touristic destination. OK, Semarang offers so manything, you have malls, nice hotels. For staying the night, you can stay in good hotels, but also in Jogja have a good hotels, ough Jogja have so many good hotels. But it's your choice to stay in where. But Semarang have a good access to go other touristic place, just 2 or 3 hours.
- P : I want conclude, you can stay in Semarang but for the destination you go to jogja, you go to Jeparang?
- N : Yeah beside Semarang.
- P : So Semarang it's not recommended for the tourism destination?
- N : In my opinion, by my opinion it's really based little information, Semarang has so many other and I don't know, I only visit for work. But me myself I can't say not come to Semarang or come to Semarang, I never get your experience in Semarang. But you as Indonesian from Semarang, you know what I mean, the places that I visited it's not really recommended for someone say "WOW", because your city have not something to interest tourist, every city have temple, every city have a old and big building, and then what is Semarang have?
- P : Hahahahaha. I know what you mean.
- N : Semarang is save, and then make your daily trips to the other touristic place.
- P : I can say that Semarang is a transit city?
- N : Ouh yeah.. thank you very much, it's so help. So you can transit and you know what the city have a airport, and Jogja have an airport too, so you can choose Jogja is the better choice rather than Semarang.
- P : When if we compare Semarang with the other city...
- N : Ouh no, you can't compare. Im sorry you can't compare Semarang to Jakarta, Semarang to Bali, it's so difference. Bali everybody is know, all of the world says that Bali is nice, nice beaches, and so manythings for offers. So you can't compare Semarang with jakarta, because jakarta is capital, bigger, you can't compare with small city like Semarang. But Semarang is unique, Semarang unique for live. When I go to Bali, Lombok, or other island I prefer to comeback again in Semarang, because nice, quite, and peaceful.

- P : Semarang is unique, and the unique is Semarang is not a big city and not a small city?
- N : No, unique in my opinion is quite, not crowded, peaceful, that's my opinion, I can't generalize my opinion. Semarang can offers that anything, but I think Semarang is peaceful, and not so much traffic, and it's not really crowded, it's the based of unique in my opinion.
- P : OK, next, how about the price of daily life? Is cheaper or same with the others?
- N : I think is cheaper than Jakarta, cheaper than Bali, because the prices of the city is less. So you find a cheaper food, but if you go to the mall, shop or grocery it's all the same. You buy a juice, you can buy with the same price in Jakarta. If you buy a vegetables in traditional market, you can buy cheaper than Bali or Jakarta.
- P : And then.... (The phone is ringing)
- N : OK, wait a minute.
- P : OK. And the last. When in the pre, on, and post trip on Semarang, there is a sense of excitement or not?
- N : Well, it's a.... Semarang has my house, has my work, and has my family. So it's very strong bone, the person, and the city, if I go out to Semarang, or I leaving my country, or I leaving my home, wherever I cameback again to Semarang, I feel (menarik nafas) comeback home, I feel more save, I get a nice feelling, because I back to my home, my family, and my city. I concern about my city, my country, I live in Indonesia and concern in Indonesia, I care for Indonesia, the same way I care for my country. I care for the people, I care for the happiness, I also care for their son go side for reason, I always share my video for my family, I share about the joy of the people. Because we concern about the same. Indonesia, we live Indonesia, we eat the same food, we drink same water, we breath the same air, so it's not beacuse I look different than you, I have different colour than you. But I'm no, I'm sharing everything with you. Right? So that's why I said, when I comeback to Semarang, yes of course I comeback to Indonesia first place travelled from China, Singapore or Malaysia, Dubai, or Saudi Arabia, or my country I comeback Indonesia. (Menarik nafas) yeah it's my home.
- P : And then for the conclusion, Semarang is the industrial city.
- N : But not like an industrial city, because it's so clean.
- P : OK, like an industrial city, not a tourism destination city, and then no banjir?
- N : No floods. Not really, maybe flood, but not in the big areas, just in few areas. Like someone say where are you come from and I said Semarang, "Woo Semarang panas", but I can't feel that Semarang is panas, I say it's good weather. And then they say that Semarang only Simpang Lima, mosok only Simpang Lima, Semarang is really big, have so much landscape.
- P : And then before you go in Semarang, you got more information from google, from your friends.
- N : Yeah I'm so prepare for anything before I go to the other place.
- P : And then you enjoy in Semarang, stay in Semarang, and you want go back in Semarang.

N : Of course all the time. Inshaallah.

P : OK thank you very much for the time.

N : Thank you, thank you sir. Thank you for coming. Thank for this lovely conversation and meeting also.

P : Im so really glad to know you. Can I take a picture with you sir?

N : Ouh yeah. Of course.



Interview 3:

Transcript Interview with Dono Mark Smith

Expatriate from Brazil

Place: Semarang Selatan

Time: Wednesday, 23th December 2015, 07.45 p.m – 08.50 p.m

P : The first can you introduce yourself sir?

N : My name is Dono Mark Smith.

P : Dono Mark Smith, and we can call you with?

N : Mark.

P : Where you come from?

N : Brazil.

P : OK, you stay in Semarang with your family?

N : With my wife.

P : So absolutely in Semarang you working in Semarang?

N : Yeah I'm working.

P : How long you stay in Semarang?

N : More than 10 years.

P : More than years? Before you stayed in Semarang. Where you stayed before, in Indonesia absolutely?

N : Before in Semarang I was staying in Jakarta. Yeah and I business many places in Indonesia.

P : Many places in Indonesia, can you tell me where is the place?

N : In every places in Sumatra, and the Kalimantan, and the Sulawesi, and Nusa Tenggara, ya.

P : I think is the most Indonesia lebih

N : Yeah almost, almost, I never been to Papua.

P : Sepertinya semua Indonesia sudah pernah dijelajahi? Hahahaha.

N : Ya ya ya hampir.

P : Dari, from Jakarta, and then Sumatra, and then Kalimantan, Sulawesi, and Nusa Tenggara? Why you choose to stay in Semarang.

N : Because before I have a business here. I already close my factory, but before i have factory here.

P : Because of the factory and then you stay in Semarang.

N : Ya, I continue to stay in Semarang, because I work it the.. now I work it the yayasan that I started before, on the time my factory was open, I also start the yayasan, and the now the factory is close, but the yayasan is still running. And so I'm working now.

P : Yayasan about?

N : Ya... Menanam pohon dan membantu masyarakat ya.

P : Oooo... The social?

N : Yeah the social.

P : Bisa cerita, can you tell me something about the yayasan?

N : Yaa.. Small yayasan just that a momment, but I will try to grow up bigger, we are busy planting trees in community forest, so we give some free trees to the petani and the kampung, and we gave them education how to planted trees,

how to take care with trees, the value of the trees, and the.. the benefit of taking good care the ironment and until now we planted about a 1,3 milion trees. And so and I think we have about 1 sorry about 13.000 more than 13.000 farmers who are planting a trees.

P : Ouh in Semarang or in Indonesia?

N : No no no everywhere in Jawa Tengah.

P : Dalam menjalankan yayasan itu sendiri atau?

N : Bukan bukan ini hampir semua orang Indonesia, aku aku sendiri yang yang muka putih ya. Hahahaha.

P : The volunteer is Indonesian?

N : Volunteer no. They are Employee ya. Of course.

P : How many employee you have?

N : 15. We have 15 permanent employee, but we have every year we are in the planting time, like right now, now is the time to plant trees, because the musim hujan. Now we have 60 people working, non ladies, the student from the agriculture school, also we recruit them, and we give them training, and we... they are that's one who provide local knowledge, because other ways we could never find the farmers to planted trees. They no already no all farmers in the area and they hopes to give the education to the farmer, you know, how to planted trees, and give planning, and of course we pay them as well.

P : And the farmers give the positive response for your action?

N : Ouh very positive we have a long antri panjang sekali untuk menunggu sama-sama.

P : What is the kind of trees?

N : We have 8 pieces that we had planting, and the most is jati and sengon, jati sengon mahoni. Sekarang saya pikir sengon lebih terkenal karena ya menumbuh cepat.

P : And then how long you stayed in Jakarta, Sumatra?

N : Yeah in the Jakarta I was living in Jakarta for have been working in Jakarta since 1985 and I was staying in Jakarta but many project in everywhere, alot of time I spent in Pekanbaru, Medan, lampung, many places like that ya..

P : So the first coming in Jakarta?

N : Yeah 1985. Are you already born at that time?

P : No, I born in 1994.

N : Ouh yeah I know. Hahaha. Wait a momment ya. (Dia masuk ke dalam rumah)

P : From Jakarta, Pekanbaru, and many places that you have visited before, where is the nice place for you?

N : The nice place?

P : Yeah the nice place for you, about the food and then about the everything you want?

N : About the food the best is in Jakarta. That's everykind of food, because everything is available in Jakarta yaa... And but for the Indonesian food, I have to say that I like a padang food, it's my favourite one yeah.

P : The favourite one rendang?

N : Ya rendang, ya nasi padang dan juga semuanya saya makan.

P : Why you like nasi padang?

N : Ya aku orang Amerika Selatan ya, tapi aku suka yang yang lebih pedas ya.

P : OK suka pedas ya. But absolutely Indonesian food is so very spicy I think.

N : Yes.

P : Besides in Indonesia, which country that you was visited?

N : Which country do you want? Many many..

P : Many? Do you want to tell me?

N : I think you need more paper or more..

P : Hahahaha.. No problem.

N : I can say that, I think I have been in every country in Europe, in western every country. I have been in all of the country of South of America, except Suriname, I never been to Suriname, just only one. I have been to most of the country of East Asia, you can start the top Rusia, Japan South Korea, never been on North Korera, China, Taiwan, Thailand, Vietnam, never been to Laos, I have been to Myanmar also, but I have been to of course Singapore many times, Malaysia, Indonesia, India, I have been to African countries, never been to Saudi Arabia, but I have been to Dubai.

P : OK, and so many more?

N : The covers a lot of already.

P : I think you like an exploration ya?

N : Yeah well. I had the business before, that's was going to many places.

P : Ouh yeah it's because the business so you go to everywhere?

N : Yayaya..

P : OK, do you like a refreshing, or walking or exploration in Semarang after you working of the day?

N : Aftter working end the day, I like to, before I always join the hash ya, you know this one?

P : Yeah I know.

N : Before yeah, I always join the hash. I like going to see many places, I would never go, I would never have a chance to go there if wasn't with the hash. But now I don't do it because lutut saya luka ya... So I can not ya..

P : Ouh yayaya.. I'm sorry to hear that, so you stop?

N : So I stop the hash yeah, and know I can only walk to short distance ya. But, so I doctor told me "no knee" and I can't work again, no knee ya.. Ouh not really..

P : In Semarang you like to exploration in where?

N : Semarang? Ya well. Ouh ya, not really so much in Semarang ya. Of course I have been around the places in Semarang, I mean all of the main tourist place Sam poo Kong, Lawang Sewu.

P : Gereja Blenduk?

N : Ya Gereja Blenduk.

P : Kota Lama?

N : Ya Kota Lama of course. Of all these kind places ya.. but of course I have to actually, Semarang is not the biggest tourist places.

P : Semarang is not the biggest tourist? Whats mean?

- N : I mean.. It's not a main reason to be in Semarang, people normally don't come to Semarang for for tourist, if we are here like for me, I live here so of course I go around to see everything, but I if I not living in Semarang probably I would not come here just to see Lawang Sewu, or Sam Poo Kong, or something like that. Theres only place more intereSting. I have a program that before I'm finish with my exploring, I want to visit all of the Hindhu and Buddhist temples in Java, all. Now I think if God all except for suku, that's the only one that I haven't see in Jawa Tengah and so this is, it's OK for something probably I do it next year or something like that. But than I have to starting in Jawa Timur, because not so much actually in Jawa Barat, Banten, we would not so much. So the other thing, that one thing that we busy exploring, the other thing the busy exploring is a diving, I like diving a lot, and so we was in Karimun Jawa, the diving is very good. I normally bring people there for diving, I have dive master, so I can bring group, and go diving there. And the.. of course I have been many places around in Indonesia for diving, because actually Indonesia is one of the best places for diving.
- P : You must try in Papua...
- N : Yeah Raja Ampat. Never been to Raja Ampat. I still have some place on Sulawesi and Kalimantan. And the middle of Java like Wakatobi is quite interesting.
- P : So the other city have an interesting place, and Semarang have not a interesting place?
- N : Well, it's interesting you know, it's interesting, but it's not a main reason that I would come here or I think many people, actually Semarang has an interesting but theres not so much promotion. Once upon a time, I saw the very good film that's was made, I think it by a department of tourism, that was a very good film showing all the kinds of interesting in Jawa Tengah.
- P : Visit Jawa Tengah?
- N : Yeah, you know it was a really good. Actually many things that I never knew existed here, and I try founded in film and I gone the places, but I never found the film again. I had a friends in the tourist Dinas Wisatawan, that was... Yaa he showed to me one day, and give me one copy, I want a see, and I want go to the places. Pfft... But he.. ya I don't know one practice in your country I couldn't see anymore. But OK.
- P : So before Semarang have not promotion?
- N : Not very much yaa... No
- P : And then when you go to Semarang at the first time, do you get the information about Semarang?
- N : No.. Nothing really, no, not really. I mean it's nothing really, of course I came here not for being a tourist, I came here being for business. And the saw ya.. But now, I live here and I was looking for something new and the part I see the so much promotion, the first time I came here of course it's only looking for business context.
- P : So the first time you in Semarang, you get the information that Semarang is Industrial city right?

N : Yes, and in fact I think that more people come here because for business and actually is non like that, it's like Semarang is a good place to come, and you can have the nice life here, and you can have a good business here, but it's not something you go because you tourist.

P : Just for live?

N : Yeah for living. Living is very nice here, living is very nice.

P : Why why is very nice? Because quite or peaceful or?

N : OK not every worst peaceful, but here is peaceful of course. Not OK, it's quite city not so much traffic, but a big one ya. The cost is not so high, and the people is very good, ya you can have a good life here yaa.. You don't know, I mean the of course you see me, I'm an expat, and I... in places like Jakarta and Surabaya and even in well not so much in Medan, but OK, at least in Jakarta and Surabaya is very big and many many you know expat, although I will tell you in all the time that I have been staying here, I never found another person who speak in my language ya. Hahahahaha. OK actually actually I did few people from Timor Leste they speak Portugis, I'm not a Portugis speaker ya.. and I don't know.. you would be nice to loose my language sometimes ya. But OK, anyway I can you just fine in english similar language. It's no problem ya.

P : So the first purpose you stay in Semarang because you was working here ya?

N : Yes working.

P : And then... (Dia masuk ke dalam rumah)

P : Do you know that Semarang have a branding with Kota Banjir?

N : Kota Banjir, No.

P : Semarang kaline banjir, pernah dengar lagu itu mungkin?

N : Wow.. Aku belum tahu ya. Belum belum.

P : Jadi Semarang punya lagu yang terkenal sekali.

N : Begitu ya, terkenal sekali.. Ouw ya saya belum pernah dengar.

P : Ya is the negative branding about Semarang I think.

N : Because I mean that's the song doesn't very good to me. What is a... yaaahh... Actually is not so much banjir in these place you know. Why they can sing that?

P : Ouh ya ya.. you must try to browsing in your internet maybe. Hahahaha.

N : I'm not so much happy to hear that guys. Kota Banjir, everyone to talk about Kota Banjir, Jakarta yang sangat lebih buruk.

P : When you go to Jakarta or Surabaya, and your friends say where you come from, and then you say from Semarang, and then your friends say Semarang is flooding places.

N : Brrrrr.... no.. I never said that to me. Never never never... never to hear that.

P : It's good I think.

N : That's hope that's song go away.

P : And then when you in Semarang, do you have a friends before?

N : You mean friends from Semarang before I'm coming.

P : Maybe friends from your born city, sorry..

N : Brazil. I have many friends from Brazil in here?

P : Yeah.

N : No no. Like I said, I don't, I never anybody in Indonesia except for 2 people from Timor Leste like speak Portugis. If the Brazilian for sure they is Portugis. That what we speaking in the country.

P : Do you feel in Semarang lonely?

N : I not lonely, I have many friends here. I just don't have a Portugis speaking friends. Opportunity is not Spanish either ya, not a single one who speak Spanish. It's a little bit sad, but OK.

P : And then, when you go out from Brazil for the first time, do you have a nervous feeling? Scary or etc?

N : First time I leave from Brazil is a long time ago ya..

P : Ya it's a long time ago, can you remember that?

N : I never been afraid to go traveling ya.

P : Why?

N : Why? Ya what can happen ya.

P : What can happen?

N : What can happen, you know..

P : No afraid with the food, maybe the people, and anything that you don't know before.

N : Ya of course, I know that the people, I know that the people, you know there no food from Brazil outside the Brazil. Before not so much and the part has OK. No problem with the food, I can speak english so I can go most places in the world and usually somebody who speak english also no problem, you know find help, not so difficult, travelling is not difficult. Usually to adapted. Most places the people are so very friendly and you know, if you need sometimes they want try to help you. No problem ya. Some places less friendly but never mind. I never have been problem, OK there are some places, you know some city to many pencuri ya, but we have a problem in Brazil is too, so we have just be careful. Usually you know Jakarta the places for maybe can be the most problem, it's not more save in Jakarta because in regional. This is the side of Semarang. About have 2million people living there, so we have much more crime and problem in there place, and Semarang is very save.

P : Ouh Semarang is very save?

N : No problem ever, I never have been problem, and so I'm glad happy here.

P : You enjoy in Semarang?

N : I enjoy, and I'm happy living here. I more happy living here than I was living in Jakarta. Hahahahaha.

P : When you in Jakarta, you don't know about Semarang?

N : No, I didn't know anything about Semarang. Because I was living there for business. Then I found about Semarang.

P : You don't know about the tourism about Semarang?

N : No for sure no, nothing.

P : Nothing information about Semarang?

N : No, really nothing. But remember I was not coming here because of tourist, I was not looking for tourist destination, I was looking for some spesiffic business ya.

P : OK, when you in Semarang about 15 years ouh 10years

N : I was started living here 15 years now, I was started here in 2000 ya.

P : Where is the tourism destination that you have visited? Yang sudah pernah dikunjungi.

N : In Semarang?

P : Iya.

N : Although places that I said before. Hampir semuanya sudah saya kunjungi, masih ada sedikit di sini saya belum pernah melihat, tapi there is Katedral, and Tugu Muda that I never want in yet, there is also Museum, just Bandara which im landed in also. But I think everything also, I know about the many places.

P : And then about the Lawang Sewu, can you tell me about it?

N : Well, the histories very interesting for Lawang Sewu, OK made by the Dutch and then of course the Japanese to keep, and they use the prepare reason, and of course that all happen before I arrived here, but I went the door lawang Sewu, beautiful building, actually it means to have some more one reason inside ya. But OK I think they trying to keep this on good condition, but ya, but I went there had a tour guide who was very good, explained to me about the everything, about the architecture, and hall the thing used for, he told me some story about some hantu living there, you know.

P : So the service is not good?

N : What? About the hantu you mean?

P : Pelayanan tour guidenya bagus?

N : No, actually bagus. Saya tidak papa, pelayanan itu tour guidenya dia pintar ya, tau tempatnya dan cerita yang gimana mereka membuat bangunannya. All the used, all the places, ya everything, I was quite happy with the tour guide.

P : And then what do you think about Klenteng Sam Poo Kong? Sam Poo Kong Temple.

N : Ouh it's really nice. Really nice. But the problem is difficult to go inside, the secret room ya.

P : Ouh ya I know, I know, I know what do you mean.

N : But they told me to come out. "Nakal to go in here ya".. "Maaf aku orang Brazil ndak tau ya..."

P : Ya it's so fun I think. So the tour guide mungkin tidak menjelaskan atau bagaimana?

N : There no, no guide that place, actually is quite the beautiful place, but they don't explaining the place.

P : Jadi lebih baik Lawang Sewu ya?

N : Lebih baik Lawang Sewu tentang wisatawan untuk, I think actually Sam Poo Kong maybe is a more important tourist destination for many people, because actually is quite important part of history, Cheng Ha arrived come to the place ya. That quite important for many people, but they don't really talk about the place. That's many thing that don't say, OK this sea side and now the land from the sea, and they don't talk about don't say anything about Cheng Ha. They actually to protected place, I'm not Buddhist so I never go anyplace ya.

- P : So how about you, the tourist attractions in Semarang is dominant with the historic building?
- N : Yes, I would say that's problem with the biggest with the interesting thing here, and actually if they do more work to pressure much the Kota Lama, I think it's much more interesting for people. But actually they really don't do anything.
- P : Just take a picture?
- N : Ya you know the city of Semarang is very important place, warm place, there is one of tourist want to see. But they just let it, falling down the building and no maintenance at all. If somebody want to go in sit, drive in there, ya maybe you get lost some story something like that, but that would be no person who tell you this one is important, and you know.. or anything about the place, but that buildings is mau jatuh. Ya it's too bad ya, actually if you looking in Europe, the most of important tourist is always Kota Lama, it's always that place of the tourist go to. In the Central of Europe in Swetzerland or Germany all of the old towns and the tourist go there and looked of the town, of course the city is smart, they good care of the building, bring some business there, give some business some intensive to repair the building and start the business there, people come.
- P : It's smart ya?
- N : Ya it's very smart, and you not doing in here ya, too bad ya.
- P : OK, and then we will talk about the accessibilities, for the example when you will go to Lawang Sewu, you get the difficulty to get to that place?
- N : No no problem to find Lawang Sewu, very easy.
- P : So the accessibilities is not a big problem ya?
- N : Ya no problem.
- P : But the attraction ya?
- N : Ya you know, they don't really do so much promotion ya. And so if you come here, maybe if you come to Semarang, maybe you see the photo of Lawang Sewu, because is the most often photo that you see from Semarang. This is the main...
- P : Main course? Hahaha.
- N : Main point ya.. But you know they don't really many kind of promotion go to around of Lawang Sewu or anything, so you will be smart of the government here to ya.. to offer some tours.. offer some tour go to lawang Sewu, you pick up from hotels we bring to the place, because you know many tourist they don't speak bahasa Indonesia, and they don't you know no what to do, and you know, how to go to the place you know, for me you know it's so much easy. Because you know I have already been in Indonesia long time but for some people come from Holland or coming from many place outside, how they will be know? No promotion, or theres no promotion that I see.
- P : So the big problem is promotion?
- N : Yes, yes, promotion and maintenance. Of most of the places, OK I mean some places that a good take care like Gedong Songo, they take a good care of the place, you must is in a good condition and as good as we can expect and the.. both.. you know for the example of Kota Lama they don't take care,

- and Lawang Sewu they take care, but I still think they could have a problem with the high risk ya.
- P : So how about the Lawang Sewu's or Sam Poo Kong facilities?
- N : The bathroom what you mean or something like that?
- P : Ya ya ya... maybe about the toilet, or information board, or some brochures.
- N : No information board, nice shop you can buy some.. apa some.. lilin kudus, you know? That's all. Some information I didn't see anything.
- P : And then when we are talking about the service, what do you think about the service in tourism destination?
- N : In Semarang?
- P : Ya.
- N : I know the reason, I mean.. I never saw anykind of a promotional like tourism information centre or anything, maybe it's the reason, I never saw anything.
- P : No tourist information centre?
- N : I don't know, maybe there is, but I never saw.
- P : OK, it's a good idea I think. Hahaha.
- N : Seems like, really it is a good idea, you know I mean, tourism is it a industry, they bring a lot of money, and tourist they spread a lot of money in many places you know, for small business it's has a lot ya, you look at Bali ya.. it seems like gold land. Good mind, every body want to go to Bali because it's sensualic and the baliness understand about these, that they really promote the places, and they understand about that, you know Semarang... looks like you don't understand.
- P : Semarang belum siap? Belum siap untuk tourism destination?
- N : Ya belum siap untuk tourism destination. Not really really really ya.
- P : When you in Semarang city, what is the positive experience do you get?
- N : The most positive experience? I suppose just a.. is not any single thing but I have to say that people of Semarang is very nice, very helpful, and friendly. For me travelling around the world, it's always about the people ya, that's thing that I remmember and the reason to go back the places, and so that one of the reason to continue to live here, even I you know I stop my business and the yayasan is still running ya, because the people is verry good.
- P : Why you say that Semarang people is very good, very nice, very helpful, and friendly, do you have a experience with the people of Semarang?
- N : Yeah. I have an employee a lot of them. And do you know, I have been here long time doing business here, of course I meet many people, and I have many friends here, both bule and Indonesian, and you know, and they all nice people ya.
- P : OK, when you in Semarang city, what is the negative experience you get?
- N : Ah... The negative experience is a... Ah... While... I would rather not talk about that actually, because with your government departments and I really prefer not to talk about the negative experience I have.
- P : Ouh ya ya... About the government, do you want to tell me about the little?
- N : No. It don't want help anything and say something.
- P : Then talking about the food, do you like to do culinary? What is the special food do you like?

- N : Specially thing of padang food of course, but this is not special to Semarang everywhere in Indonesia. What is the special about Semarang of course we have bandeng. Brrr..
- P : Just bandeng? Bandeng presto
- N : Yeah this one. But it's not from these area ya. What special from Semarang? Actually.... I can't found it, so special from Semarang.
- P : It so hard for you? And the answer is nothing?
- N : No, ya is not specially from Semarang.
- P : It's to hard to find the Semarang culinary?
- N : Yaaa... it's to hard to find special only coming from Semarang. I don't know.
- P : And then how about the traditional dance, javanese dance?
- N : About the what?
- P : Traditional dance. Pernah lihat?
- N : Ya. Sudah. Sering. But and actually I really quite like this, but actually this also not really from Semarang ya. Really is not special from Semarang. If you want the see the special... the the.. you know traditional Indonesia dancing than go to Solo or Jogja ya.
- P : OK, so menurut anda itu bukan punya Semarang?
- N : You know, some dance group ya. Actually there are go to Jogja ya. Keraton absolutely quite nice ya. I like the music.. the traditional music of Java, and.. but this is really not centre from Semarang ya. I mean, more coming from Keraton.
- P : Musicnya dari Keraton. Jadi yang asli Semarang tidak ada?
- N : I don't know about it, it is the risk, I don't know.
- P : OK, 15 years in Semarang, but you don't know?
- N : I never saw any traditional music that's specifically come from Semarang.
- P : So how about the beach of Semarang city?
- N : The beach?
- P : Beach, pantai.
- N : Nothing special.
- P : Nothing special?
- N : No. I not coming to go to pantai, not defently not.
- P : Why?
- N : The water is not clean, and the beaches is not nice, and the.. ya.. nothing.. no reason although come to Semarang to the pantai. And then I have many places how long the beach in Semarang, I found a view warung very nice ikan goreng, you know, and something that, but you know is not good for swimming, is not really to beer the sun minor or something like that, not really for that ya. I mean the.. I have been diving in the water here ya, scuba ya, and you can see about this part on the water, I mean is really really what. I don't say the water is dirty. Nother the way about the polution, but because the river is going out a lot of the sands from the mountain, a lot of lumpur in the water, is not what we would concern for swimming in the beautiful water, you know.
- P : Bagaimana supaya bersih?
- N : Apa, bagaimana?

- P : Bagaimana supaya bisa bersih? clean
- N : Mustahil di sini ya, karena ini masalah di lingkungan, ini dari kali ya sungai ya, yang membawa semua pasir dari gunung ya.
- P : So is so hard to clean ya?
- N : Yeah it's so imposible ya. It mean is not the case they can the polution and then have a nice, it's a nature a lot of mad in the water ya, so you can't stop that, imposible to stop that ya.
- P : Next, when you in Indonesia, are you have back to your country? Pernah kembali ke negara asal?
- N : Iya sudah lama aku tidak kembali di sana. Hampir 20 tahun ya.
- P : When you back to your country, are you tell your family or your friends about Semarang?
- N : Actually, my family has most live in Amerika, and now they live there, sometimes I go to Amerika visit my family, of course they interesting about you know, what since in Semarang, "why you stay in Semarang, why you don't come here." Hahaha. Look I mean, for me now is like home ya. And so, They one to know what the special here, I come here for business, but now and I live long here nice and my friends in here and you know living here by comfortable and why I have go to someting place and start again ya.
- P : Jadi mereka meminta kamu untuk ke sana ya?
- N : Ya pasti mereka karena anakku mau aku kembali ke tempat mereka ya. Tapi ya OK, ini biasa ya kalau aku tinggal sama anak-anak ya, 2 3 minggu cukup, mereka punya kehidupan sendiri ya, tidak perlu ayah melihat semua-semua ya, aku aku tidur di sofa ya, forget about it.
- P : Ini pesan ini. Menurut mereka, ketika mereka meminta sudahlah jangan di Semarang. Apakah menurut mereka, Semarang itu tidak recommended sih buat tourist?
- N : Pfffft.... Ya... Kapan ya mereka meminta saya untuk ketemu mereka, mau ketemu saya di Indonesia, mereka mau lihat Bali, mereka mau ke Bali, kapan ya mereka masih muda, sangat muda ya, berapa kali kami ke Bali untuk semua hal wisatawan dan mereka ingat itu ya, dan ya sekarang kapan mereka mau mengunjungi saya disini ya, mari lihat Bali lagi ya, they are want to go Bali ya, I had one of my children my daughter here some years ago ya, and she is Semarang mostly she is working and membosankan ya. To boring and ya of course she go around with some of my friends, some of my friends children and they go around some places. And by that time, they interested by diskotik and anything else, and you know, I mean you know before the time still some diskotik in the Ciputra, and.. apa... apa... 1 2 3 and some places like that. But OK I mean.
- P : Jadi anak pernah ke sini, tapi mereka minta untuk keluar, karena mereka bosan?
- N : Ya pasti. Ya.. betul. I mean untuk mereka ya ini tidak ada banyak disini, kalau 1 minggu mereka pergi lihat semua ya.. mereka pergi 1 minggu sudah cukup, sudah selesai ya.
- P : Bahkan mungkin 4 hari ya?
- N : Ya..ya ya..

P : Hanya untuk ke Lawang Sewu dan Sam Poo Kong

N : Ya... Lawang Sewu dan rumah saya.. hahahaha.. apa lagi ya. Dan yak.. OK.. normally if I have they serious coming to stayed for the rail, OK, we go something here, and then we go to Jogja. Because manymore we can do.

P : So in your opinion, Semarang is so friendly for tourist or no?

N : Friendly for tourist? While the people so friendly but they don't not really any some promotion for the tourist. You know I mean tourist don't come here normally, because not watch so many, because just no promotion, they don't know what is in Semarang ya.

P : Sebenarnya ramah, tapi tidak ada promosi?

N : Ya sebenarnya ramah ya.

P : So.. Jadi Semarang tidak rekomendasi untuk jadi tourism destination?

N : Biasa.. Biasa.. Biasa saja.

P : Not interesting place in Semarang.

N : Ya not interesting place in here.

P : You can see the building in everywhere.

N : Yes. I can't saw more.

P : The temples is in every city.

N : Yes.

P : So what is the Semarang have ya?

N : Ya, while they have a view thing is good for a few days of tourist time, after that go to the next place, go to visit Solo and visit the Keraton, and go to Jogja and you can see there, is a nice Keraton, and you can see all the old temples in Sleman, in Jogja and the.. that quite interesting.

P : Just for transit?

N : A... While it's OK to satay here few days, and then go to other places ya.

P : Just a few days, not to living?

N : Ck... Living is different.. Living is nice, living is quite OK. I means is nice, is quite, traffic is not bad, the cost of living is low, people are nice, living is good. But for tourism nothing special, just for a few days, you can say everything in a few days, you can find them, normally tourist difficult to find because is not promotion ya.

P : And then, when we compared with other cities, like Jakarta, Surabaya, Bali, Jogja, which will be better, when used as an attraction or the tourism destination?

N : For sure Bali. For sure... ya...

P : Nggak ada yang bisa mengalahkan pesonanya Bali ya.

N : Bali ada banyak.. banyak tempat yang yang menarik ya. Ada banyak ya.

P : And Bali is grow up..

N : Ya ya ya I mean OK now terlalu ramai ya, tapi biasa... bagi wisatawan mereka punya pantai enak sekali, ada banyak hotel yang sangat nyaman.

P : Pantainya enak karena apa? Ombaknya? Bersih?

N : Bersih, ada banyak pasir yang putih, ada air bersih.. ada ya... itu pantai yang nyata ya. Really really really a beach that somebody want to go to, and they have many big hotel under beach, and so is very interesting for people, and of course theirs a big among of people, many of people from Brazil coming

Indonesia for surfing ya. I see often people, and actually what I said before not complete we true, I have talked to a few people in Bali who can speak Portugis, ya only for talking to the tourist ya. Hahahaha.

P : Oke, next, how about the price of daily life? Semarang is cheaper or same with the others?

N : Yes, more cheap, easy to do all the things here ya, OK the something for daily life not is good, because the shopping is not so good here.

P : Ouh shopping is not so good here?

N : No, for bule is not so good, because problem is we want to buy to own food, and is difficult to take it in this place, you know for Brazilian is almost to imposible to get the thing what important from Brazilian. Anywhere in Indonesia, but even just a normal kind of bule thing like roti, roti yang seperti bule suka.

P : Roti yang bule suka? Roti yang panjang?

N : Right ini juga ya. Tapi ya.. tidak manis ya, ini yang penting untuk kita. Hahahaha.

P : Is so plain?

N : Ya you know, it's a plainty bread in Semarang, but is Indonesian style bread, and for Brazilian people and actually most bule they one to go and get some nice fresh bread every day, nice fresh bread, not sweet, put some sausage in there and add some anything, to buy some sausage in Semarang hampir mustahil ya, ada satu tempat yang bisa beli sosis ya, and many... kurang lebih... hahahaha.

P : OK, jadi sebenarnya murah, tapi tidak ada yang bisa 100% memuaskan turis.

N : Ya.. OK the hotels now giving much more hotels, and the most hotel quick comfortable, I have no problem to bring my discuss to Semarang and put them many hotels here, break comfortable, no problem at all. But ya the food is nothing special, nothing special.

P : The last question....

N : Actually there is only 1 or 2 good western restaurant in Semarang and not of them in the hotels, so I can tell you something, is the important thing you know, before there was a good chef in Ciputra, and then they change the chef the food go down. And then when the Novotel first opened, in the first time they had a good food, and now down. And OK in Gumaya the food is not bad, but nothing special, also Crowne Plaza not bad but nothing special, and so.. ya.. If Semarang wants to have something looks like 5 stars hotel, they have to make improvement in the restaurant. In Jakarta have a good chef, and the Jakarta you can find many hotel that really actually some of the best hotels in the world, it's really good, the service is really good, the food is good, the facilities is good, but Semarang never ever.

P : OK thank you. And then the last question. When in the pre, on, and post trip on Semarang, there is a sense of excitement or not?

N : Transportation?

P : No no no. Kamu merasa puas atau tidak?

N : Puasa?

P : No No puas.

N : Puas tentang apa?

P : Ya for everything, setelah sekian lama di Semarang merasa enjoy or no in Semarang.

N : For me, of course I mean this is the difficult to answer this one, I live here, and I choose to live here, I like live here.

P : So you enjoy to live in here.

N : Yeah I like in here, that all I mean you have the ask for the toursit about this question.

P : Kalau untuk turis menurut anda mereka enjoy tidak di Semarang?

N : Tidak tahu ya, saya pikir mereka, kalau mereka tinggal di sini 2 3 hari tidak masalah ya, dan ya.. tapi kalau lebih lama ya... membosankan. That not so much tourist to do here.

P : So I want to conclude for this interview. Semarang is an Industrial city

N : Yes

P : Semarang is not the tourism destination city

N : You could say that ya.

P : And then Semarang for living is good, because quite, and then peaceful, people and everything is good

N : Yeah is good. Is good. Yes.

P : And then before you go to Semarang, you get not information anything.

N : Nothing

P : OK Nothing.

N : Nothing

P : Nothing information.

N : I know how to buka airplane to come to Semarang just that's all.

P : OK just that's all, when you in Semarang tourism destination, kurang begitu memuaskan, sepertinya belum siap untuk menjadi objek wisata.

N : Ya, saya tidak pernah lihat ada service, ada promosi untuk wisatawan, saya tidak pernah lihat, mungkin ada, tapi aku belum pernah lihat.

P : And the promotion is nothing ya.

N : All I have to say, in all of the time, that I come to Semarang when I first come in Semarang and the kind I stay in Semarang, it has never been for tourist reason, so I'm not looking for this things, maybe this is, maybe there promotion exist, and I just didn't see it, but I didn't see it yet.

P : But you enjoy in Semarang

N : Yes I like in Semarang

P : Because you live in Semarang

N : I live here, I have happy live here ya.

P : Thank you sir, for your time

N : No problem at all

P : Ouuh one hours.

N : One hours ya.. hahahaha.

Interview 4:

Transcript Interview with Barbara

Expatriate from Holland

Place: Semarang Utara

Time: Wednesday, 27th January 2016, 03.00 p.m – 04.30 p.m

P : OK, the first can you introduce yourself?

N : Yes, my name is Barbara, I'm marriage, I have 5 children, and I was born in Holland and stay in Holland for years, so now only the last years I have been in Semarang.

P : OK, from Holland

N : Yes.

P : And then goes to Semarang?

N : Yes.

P : Are you stay in Semarang with your family?

N : Yes with my husband, my children live in Holland.

P : Oke in Holland.

N : Netherland, you should say, yeah.

P : Netherland, ok. Are you working in Semarang?

N : I'm helping my husband's work in Semarang. He transfers knowledge about youth soccer program.

P : And then how long you was stayed in Semarang?

N : We don't know yet, until we... how long already?

P : Yeah already..

N : Ouh... Wait, almost 5 years now.

P : 5 years in Semarang. OK before stay in Semarang, Where you stayed before in another city?

N : In Indonesia, no, we visited a lot of the city but we didn't stay there for like longer then a couple of days.

P : Not for stayed in another city yeah?

N : No.

P : In Indonesia just stayed in Semarang?

N : Yes.

P : Ouh oke. And then why you choose to stay in Semarang? Not stay in another city like Jakarta or Surabaya or Bali maybe?

N : Well, that's it's a good question, we were directed to Semarang, and also my husband's father was born in Semarang, so we had a connection with Semarang.

P : Ouh oke, you have a connection with Semarang yeah.

N : Yes, and we also like the city the first time we came to Semarang by train, we were already we have been in Bandung, and then directly I said "I could stay here, I like it, better than Bandung."

P : Better than Bandung, why you say Semarang is better than Bandung?

N : Because the street are wide, and the traffic is good sometimes it's a little bit over crowded, but it's good to drive in Semarang. And the atmosphere is good.

P : What atmosphere?

N : Atmosphere like, sometimes you can feel the atmosphere the city, just like we were in Dubai once, and I have been in Berlin when the time there was still the war between the east and west of Berlin, the atmosphere is like scary and not really nice. The people are 'sombong' what's that in english? People are not happy? And you can sense that atmosphere in there.

P : So what do you think the atmosphere in Semarang?

N : It's very good. And the people are so friendly.

P : Wow.. The people are so very friendly yeah?

N : Yes

P : And then, if in another country, where were you stay?

N : Just in Holland. We had a holidays in other countries but usually the holiday is around three weeks. In Holland when you go for holidays, summer holiday's is three or four weeks so you can stay in like France, or Germany, or Italy just for holiday. I have not live in another country before.

P : So you just live in Holland and Semarang.

N : That's right

P : In another country just for holiday too?

N : Another city on Java or Indonesia? Yes, that's right.

P : So do you like exploration?

N : Yes

P : What do you get from the exploration?

N : Hmm... It's meeting new cultures, meeting new people, sing alot of the scenery, we like to travel and find out something about the culture because we like to go to national museum, we like to go to explore the food, especially for certain place or certain region.

P : Do you like to try something new?

N : Try new things. See new things. Yes, that's right.

P : And then, where is the another country that was you visited for your holiday?

N : Well yes, that's I think it's quiet a list. That's Germany, Belgium, France, Italy, Austria, Thailand, Singapore, Kuala Lumpur so that's Malaysia, ehm... Istanbul, England, and more. I can't think more at the moment.

P : So ten countries? Maybe more?

N : Ya. Something like that.
(Terjadi perbincangan dalam bahasa Indonesia, dimana Barbara meminta saya kembali berbahasa Inggris.)

P : What is one until ten country you enjoy in where?

N : I like in France, I like the weather. In Germany, well there's a lot to explore and also the food is nice, and then nice nature. France also has nice nature. Austria, we were there because of the winter sport, ice skating, and snow boarding, and skiing. So that's very good over there. In the summer the nature... oh yes, Switzerland is really rough, in the mountain are really rough. And the Austria, the mountain are verry like more soft more gentle. So and then Italy is also really nice weather and beach. And yeah.. sunbathing because we are from a cold countries so we like to sunbath. Even when is two in the afternoon in Indonesia we go to swimming pool. And yes.. like there

and have a ten. So every countries has a different special things. Ya, like Bangkok and Kuala Lumpur is very Asian, Singapore is really you know it 'rich city or country' so when you visit Singapore from here buy a lot of things to take recur because you can not get them in Indonesia. That's yeah.. And I also like Singapore but it's too ehm.. 'caltivated' too much made.. There's almost no nature. There's almost nothing like natural or old culture like the old city in Semarang. That has a big history. But, Singapore doesn't have much history I think.

P : Ya, it's very crowded yeah?

N : Yeah, it's crowded. It's good for enjoying the new things and the shopping but also it's really expensive so take a part of the joy.

P : So very expensive yeah? In Indonesia is very cheap.

N : Indonesia is cheap. Yeah.. but the other hand if you really want something good quality, you pay, well.. quite of money, also in here and that's expensive again. Ya, because it's imported.

P : And then, if you in Indonesia where do you go if you get out from Semarang?

N : Yes, well.. of course. You need to see the 'wisata', the special things about Indonesia. So at first, we went to Borobudur of course, we went to Bali, ehm... we went to Jogja city, we went to.. what's that? 'the old park near Jakarta?' with a lot of people Dutch were, what's the name of the park? Big park? Bogor?

P : Bogor? Oh yeah..

N : Bogor. We went to Bogor or in old Dutch city on Jakarta, Klenteng? Klenteng or something?

P : Klenteng. Ya..

N : And.. well, that's for the first thing we saw and then we like to explore more. I went to Karimun Java. And we like that very much because it's still real beach also real like how.. how.. it used to be.. it's not.. ehm.. yeah cultivated or made new, or made special for tourist because like Bali, within in Bali. In Bali too many tourist everywhere and too many sellers. And when we went to sit on the beach, and they common asked, "you want to have massage?", "you want to have necklace?", "excuse do you want to have nail stone?" buy this, buy that, buy that.. no.. we just want to sit on the beach, relax, read a book, have a drink, we don't want all those things you're offering. And when we want something, we will find it ourselves, you don't have to come to us to sell. So, that's for I didn't really like Bali. We like Belitung?

P : Belitung?

N : Very natural stealth also, very nice, nice beach, 'pasir putih', and the stones, and not to much traffic also.

P : Yes, of course

N : We like that, we like Jogja because there is a lot of restaurant of food also. because there's a lot of tourist there's restaurant food so we like to Jogja for that. But in furniture also. We were go to Jogja, there's a special artist place, the market, where you can find really nice things like vases. Yeah.. we like that.

P : Kerajinan ya?

N : Kerajinan? Yes. Pasar Kerajinan. All street with selling different souvenirs. Dieng, it's a nature.

P : It's cold?

N : No. It's nice. Forest is nice

P : For a reason it's cold

N : No, it's really nice. Yes, there was great too.

P : Kawah...

N : What's that?

P : Lake?

N : Ooh the lake

P : Yeah

N : Water with the sulfur?

P : Yeah

N : Yes. We saw that. And then, there's a movie. A nice movie.

P : A movie?

N : Yes, about the sulfur. And about the environment of Dieng.

P : Maybe it shows inside?

N : Ya. Near the lake, near the park.

P : So you go to many cities in Indonesia?

N : Yes. Jakarta we have scenery little bit cause it's so crowded.

P : Belitung, I'm so surprised that you got there. Because I don't hear some bule goes to Belitung.

N : Ya.. Wow.. It's a good place to go. And it's only one hour flying from Jakarta so it's easy to reach also. We want to go Raja Ampat in the Papua. We would like to see in there because it must be really beautiful. But, it's very long flight.

P : Yeah of course

N : And very expensive.

P : Do you have been in Raja Ampat?

N : No. Not yet. We want to go there but it's very expensive to get there. I think the price of the tickets is same like we go to Holland. So extremely too much. Hahahaha.

P : So funny yeah?

N : No. It's not funny. So yeah.. we must to more explore.

P : How much the tickets from Semarang to Raja Ampat?

N : Maybe in euro's something like seven or eighteen hundred. So that is 'sepuluh – lima belas juta' I think 'kira-kira'. Ya. That's a lot of money.

P : So expensive yeah.. for the beautiful island.. for the beautiful view..

N : Yeah.. that's actually too much. It's for one person yeah. So you have to types two

P : With your husband.

N : Ya

P : So what is your purpose to choose stay in Semarang city?

N : First purpose is to help people of Semarang and give advise about how be able to dream soccer balls so the level of soccer in Indonesia there can be increase. Because at the moment, Indonesia at the ranking is in number one

hundred and seventy something. And there's no competition, and there's something troubles with national...

P : PSSI?

N : Ya. So they can't compete international. So there yeah.. there's still a lot of improvement being possible.

P : Why are you care about that?

N : Yes I care about that because with so many millions of people they should be able to have a good soccer team and to compete in a good way. Ya.. will be nice to see Indonesia develop. You can't already see in the five years have been here. We can't already see there's a lot of development, things are changing. And yeah.. things are getting better for the people but it will be good, it's still improving.

P : So it's you're first purpose in Semarang?

N : Yes

P : Until when so you don't know?

N : No. We don't know

P : When are you go out from Semarang?

N : Don't know. Will see.. God knows.. Hahaha.

P : But you enjoyed?

N : Ya

P : If your first purpose is finish, what are you want to do?

N : Oh, I don't know. We are, I and my husband are little bit older. So then, you don't have to much desire anymore.

P : So you want to go back to Holland or just keep in Semarang?

N : I don't know yet because I like to live in Indonesia very much but my children live in Holland. And now there's grandchildren. So it would be nice to hang around with the grandchildren also. But we just see what happen.

P : We don't know?

N : Yeah.. We can't get to look the future. There's so much things going on it around in the world. So we can't decide.

P : When you're not Indonesian people, do you know about Semarang?

N : Can you ask the question again?

P : When you're not in Indonesia, do you know about Semarang?

N : Yes, there's a lot of people adopted from Indonesia, adopted people in Holland. And they tell about Semarang because they conform in Semarang. They conform the neighborhood like I know someone who was born in Ambarawa. There's a lot of Indonesian people in Holland because of the connection in the past. And so there's Indonesian food in Holland, the special shop in restaurant when you can get Indonesian suppliers and Indonesian foods. And sometimes you hear about Semarang also sometimes mention in newspapers like last week, it was mention to the newspapers because there's to save the connection with the old city. So if the old city of Semarang will be rebuild and renovated people in Holland like to know because they're interested in that.

P : You have a connection. So you know Semarang because of you have a connection and then your neighbor maybe talking about Semarang?

N : Not that much. But, when you're amongs they Indonesia society in Holland, you talk about that.

P : Not about internet, may be from google or something?

N : Yeah but then you especially have to look for it because when you type Indonesia and special place to visit almost always in about Jogjakarta, on Jakarta, on Bandung, or Bali. That's the four things you see and also..

P : The biggest four?

N : Yes. And if you go to travel agency in Holland and you see the advertisement to going to Indonesia from travel agent is always they land in Jakarta, then they go to Bandung, then they trip by bus to Jogja, and then the last part is Bali. Always the same. But Indonesia is so much bigger and so much nicer just not maybe Semarang should be promoted little bit.

P : Semarang should be promoted?

N : Yes

P : Ok. I see. And then what information you got from Indonesia society maybe or the connection about Semarang?

N : Before?

P : Yeah before.

N : There's a museum in Holland and it's about the Trovorn Museum or it's about tropocal countries. So this area, we are close to the evenart in English. The lion in the middle of the world. Yeah all the hard countries, tropical countries that's Indonesia, that's Malaysia, that's Thailand, all those countries like Asian countries and also African countries, but Asian countries especially, there's a museum about those countries. Because of the connection again between Indonesia and Holland, there's a lot of information Dutch in museum. So we go to research museum in Amsterdam. We've been there like as a child, we're already on there.

P : So in Holland have a museum tropocal what?

N : Tropocal countries

P : Ok. I want to search about it.

N : It's Trovorn Museum. Because we need talk about the Trovorn, Tropocal Countries, we talk about Indonesia.

P : In the museum, may be we talk about the history?

N : Yes also cultures of Indonesia and but also about the history, about the connection, the colonial times, about a lot of pictures about how the Dutch people lived here. What the cause like them.

P : In the past time yeah?

N : Ya. What Java was like, there's been a lot of things they maintain.

P : And then, when you in Semarang, do you know that Semarang city is 'kota banjir'?

N : No, I didn't know. I didn't know before. And but now I know of course.

P : For the first time you don't know that Semarang is 'kota banjir' or the flooding city.

N : No. No no no.

P : And then after five years...

N : You know you hear about tropical rain so then you know the rain of the city isn't everything get wet but before you're in Indonesia, you never experience like a tropical rain. You have no idea what it is. Because you think it will rain all day and there's no sun. And it will rain for three months all day long so then you think that yeah.. But it just.. it's only couple of hours a day. It's not all day. Yeah so it's not too bad that it sounds. As I thought it was.

P : As not bad sounds?

N : It's not as bad as it's sounds.

P : So you know about the 'kota banjir' ?

N : Yes, I know there are parts in Semarang that is flood.

P : You see it, you hear it?

N : Yes and we get experience too.

P : Ok. I want to talking about the branding city. So what is the brand for Semarang city?

N : The brand? I think Kota Lama yes.. the old city. It's very nice. Greja Blenduk is very good to look at. And if they're renovated it will be like the real attraction also there's already there some changes because there's no in the past the double decker? And you can make a tour. And you can make a tour by vespa. That's really nice too. That's really funny. And I think also Semarang well I'm not really interested in Chinese culture but there's very nice Chinese. What is that?

P : Klenteng?

N : Yes. The temples is very nice.

P : Sam Poo Kong?

N : Ya. And there is a lot of tourist would like that. I've been there and it's very nice. It's good. It's really nice to look at. That's good the connection between Jakarta and a lot of countries to Semarang by. You can fly here, you can come by train, and what is the mall? Well of course you have thinks like what we like to go Gumaya Tower? And just look all over city and that's what we would do with when we have guest. We say "Let's have a drink by night in Gumaya Tower" and then look all over the city. And then, there's a ... what is it? A phil? There's some nice places also.

P : Ok. It's about the places in Semarang, yeah?

N : Ehem..

P : And then, I mean that haven't to know that Semarang is nation city or industrial city or old city or for the living city? It's a ... I want to talking about the brand, I want to talking about the brand like that.

N : Oow.. ok ok.. Well when you say like that, well we first start it would be like industrial city like a Harbour city. And yeah, that's I think it's changing more into city for living? But I think before it was a specially industrial city.

P : Industrial city?

N : Yeah

P : So in your opinion Semarang is the industrial city right?

N : Yeah, I think it was. Maybe it changing little bit. Because Semarang is changing very fast.

P : Yeah.. Where do you know that Semarang is changing very fast?

- N : Because all of restaurant opening, because of when we came here five years ago, I never saw any foreigners walking around, and now I know there's a lot of foreigners. Maybe I look in the wrong place before but long time I thought I am the only foreigners in all Semarang? But now I'm know and I see for more foreigners and also I see like the canal.
- P : Banjir kanal?
- N : The big canal from the sea into the city. It's beautiful now. It's beauty, yeah.
- P : Of course.
- N : And the roads being repaired and better. Yes, a lot of things I think are improving. All of the nation also Semarang.
- P : More hotel now? More restaurant now.
- N : Yes, more restaurant opening, but things all alive. Yes, it's so living city, actually
- P : When you go out from your country for the first time do you remember have a nervous feeling or scarry or maybe I can eat the Indonesian food or something like that?
- N : Maybe anxious. Yes, more like, I never seen the good plan like so what is waiting there for me. What adventure were like be starting now? Slow but we were looking foward. Really looking foward. But still you don't know exactly how's everything is going to happen.
- P : Maybe not nervous but what you say it that?
- N : Anxious. Yes. I can write it down for you. So you can look it down.
- P : Ok so you really want to know about what is Semarang have? Or what I want to still in Semarang? What I get in Semarang? The sense like it.
- N : Yes. Before we came to live here, we've been here a couple of time to explore and we're really like it so but you don't know what is this to live in this city.
- P : Andthen, before live in Semarang, what do you know about tourism destination in Semarang?
- N : Oh nothing.
- P : Nothing?
- N : Nothing actually. Because we thought it was a Harbour city. Harbour city is very industrial and doesn't have like 'wisata'. Special things we knew. There was a Dutch hospital here. Because..
- P : Dutch hospital?
- N : Yes. Elizabeth?
- P : Oow.. ya..
- N : Ya. Because my husband's father was born there. So.. and you know it's an old city. And we knew a lot of military people have been staying here and But now we didn't know there was anything special about that. Oh yeah, that's fun of the things here like the Lawang Sewu, the thousand doors. That's the nice building too. That's one of the things people should see when they come to visit.
- P : So I want to know that tourism destination did you know about the lawang sewu, just lawang sewu?
- N : When we already live here and then people talk this about that, not before we came here, we didn't know.

P : For the first time you don't know about the tourism destination?

N : No

P : Ok. Then, where is Semarang tourism destination that you have visited?

N : The Chinese Temple, Lawang Sewu. We didn't go into the cells, not yet. But maybe that's a good thing to see. We been in Kota Lama. And I think that's it. And then must be some where that must be part of monkeys?

P : Gua Kreo?

N : Ya. I don't know. That must be nice, I heard about that so one day we want to go there. And then also on the road to Gunung Pati I think. That's a nice restaurant with the fish pond, we can sit and eat there, and then you can fishing, and you can have your feet down by the little fishes in down and they eat your skin, fish spa. Well that's nice also. Maybe that's not really famous but that's a nice thing to do when you're tourist.

P : How about the museum?

N : Oh, the museum is ehm.. my husband has visited but that's a little bit old I think. Already be old. We have been in national museum in Jakarta and that's very nice, very good, so then when you go to another museum, that's already bit older an not so may be in the least interesting. Then, it's already.. yes well when you compare it as long it's nice yeah.

P : So we don't want to compare. Hahaha...

N : Better not compare. Hahaha..

P : And then a Cathedral?

N : What is Cathedral?

P : Gereja

N : Gereja Blenduk?

P : Not Greja Blenduk but Cathedral. Catholic Church?

N : Oow Ok I don't know. Where? The big one?

P : In Pemuda? Near Lawang Sewu.

N : Ok maybe but more...

P : Some tourist that I was interview they said that Cathedral and then Lawang Sewu, Sam Poo Kong, museum, just it.

N : Ok. Well, I would like to see a beach in Semarang. Maybe an artificial beach when you can make but not yet yeah. And I heard, maybe this is new information for you but I heard there's here in the neighborhood the pantai is gonna be a big Karting. Kart is place. You know the little Cars and then go speedy? They gonna make a Kart court there.

P : Ok. Like a Go-Kart?

N : Fast. 50-60 kilometers an hour you can go. So it's gonna be for professional

P : So do you know about Lawang Sewu?

N : Yes

P : Can you tell me about Lawang Sewu or 1000 doors?

N : I like the building very much. I heard it's a before it was the office of the people from the train. The Railway Organization. And if in been there as they were busy renovating. Just renovated. Then, it was really fun there was an exposition of furniture at that time. So it was nice people walking around. Then, some food you get there. We really like it. You get go to the hall

building, it's very special, that's so old and still quite strong. And the roof is still very good. There was also some artistic things. I don't know what it was like vases, and painting, something like that. I like that to look at that. But I think in the back part renovation was not ready yet, so would be interesting to go there again and then see that again.

P : Just in front of the renovation. But in the backward it's not.

N : In the back no. It was renovated ready yet. Maybe yes ready know. I don't know. I hope so.

P : How many times you go in Lawang Sewu?

N : Just once.

P : And you're very interesting I think.

N : I like it very much and all those doors. And just thinking of how the people before did it. If been working there, and seeing the all doors, and then ok maybe people were there at desk and looking out, opening the doors, looking out over the street.

P : You're imagine that you're worked in there?

N : Yeah.. like that.

P : I never try. Hahahaha.

N : Oh ya, you should try one time.

P : Imagine if I want to go the place as soon.

N : If you go to like for the example, have you ever been to Vredeburg?

P : What?

N : Museum Vredeburg in Jogja. Have you been there?

P : No

N : No? It's very old too. So and then in Holland already also a big church for people sitting there, drinking something, smoking cigarette. So we went there and we sat there and I was thinking "oooh.. maybe this is the same chairs someone was sitting in. And maybe a big fat old man smoking his cigarette, drinking a little Holland". Like that, it's fun. It's funny.

P : Yeah. It's about the Lawang Sewu that you tell me it's a beautiful builing, the architecture is good, it's nice. And the renovation not to change the history so you can imagine something.. Hahaha..

N : From the past? Ya.

P : I get the point. Ok. And then, what do you think that Lawang Sewu be a tourism destination?

N : Ya I think for sure.

P : Because Lawang Sewu has a good attraction?

N : Yes. I think if you.. maybe there's place for restaurant also so you can have a guide to giving a tour, to the building, then telling about the history of the building, telling about for what it's now, telling about the culture like Indonesian people are afraid of the ghost step live in the building, are use in the building, and about the renovation, and then maybe make a restaurant there, and like a people sit, drink something, eat something, would be really nice.

P : So must a guide to tell you about something?

N : Yeah

P : Not just empty room.

N : Ya

P : You want to something in the room ya? Maybe the restaurant,

N : Ya, would be nice. Maybe just one room to make it like to be.

P : And the restaurant sense of history.

N : Ya could be outside when you build it new because in the past there was no restaurant in it I think. Maybe you can think but no restaurant maybe, so maybe you can make in the back or in the place outside you can make a restaurant, so you give everyone tourist, you have to give a full package.

P : Ok full package. Get the tour in Lawang Sewu one day.

N : Yes. Maybe one day is little bit much. For have they exclusive for lunch. Yeah. Why not?

P : What your response that someone say that Lawang Sewu is not interesting? Just empty room, just to take a photos, not more I can do in Lawang Sewu.

N : Ok, well then, you should make people interested by, because I can imagine if it's a lot of empty rooms, and not just an empty building, but if we make it interesting to the people by telling the story about the building. What is come to all the years. And then know maintenance was, and then when you started renovating I think like that just the story about it, so make it interesting for the people.

P : Make it interesting. So they don't say that.

N : Ya

P : And about Chinese Temple or Klenteng Sam Poo Kong, can you tell me about that?

N : I've been there. I think it was the first time seen in Semarang very long time ago already. And then, at that moments, I think there were busy doing something so it was only in the outside things that renovating, so inside I think the building is beautiful but you need a guide again to tell you something about it and we were with the friend, so he said we don't need a guide, we don't have to much time so that is just the building and it's nice and he told us something about the lion-heads. And then, why all the red lampions, things like that. But I think it's everything is more interesting when the story comes with it.

P : So do you know about Klenteng Gang Lombok?

N : No.

P : So you don't know about it. So I want to tell you hahaha...

N : I saw there's this man on the horse? There was the man on the horse?

P : No. There's a man in the ship or kapal. Cheng Ho.

N : Yes. I heard something about it but I forgot it some. So that's the history?

P : Ya. And they arrive in Semarang. So in Sam Poo Kong, in this place is not a city.

N : It used to be a sea?

P : Ya. So more of rock in the sea in the past time. So now it's a road

N : Ooh, yes. I didn't know it.

P : So the history is hahaha..

N : Yes, well that's interesting.

P : If someone told you hahaha...

N : And then in the good english I think. Because I didn't understand Indonesian.

P : So it's your suggest for tourism in Semarang, yeah? If local guide can speaking english?

N : It's very important.

P : Because they don't know about Indonesian language?

N : Yes. And still when Indonesian speak english, sometimes they speak too fast. And then with Indonesian tongue, it's hard to understand. I think it's good english education is very important too.

P : Maybe I can do that.

N : You're english is quite good.

P : Oow, thank you. Just try it in my home. And then, in your opinion the tourist attraction in Semarang is dominant with the history building?

N : Yes. The history building are the most interesting part of Semarang.

P : So the tourism destination is about the historic building.

N : Yes, especially. You can make it more but I think start there because there's not much more at the moment.

P : Like Lawang Sewu is a historic building, Sam Poo Kong, ...

N : Ya. That's historic building.

P : The Old City, Kota Lama, Gereja Blenduk

N : Ya, it's all historic.

P : Tourism destination is historic building. Do you agree about that?

N : Yes sure. I want you can start from there and make more interesting is like already good hotels already coming, a lot of them. The restaurants with a choices different food, not only Indonesian but also Western and there's Chinesse, Korean, so that's sufficiant, that's good. And then when you make some more things that people can hangout. And...

P : It's interesting ya for tourist?

N : It would be interesting. Yes well, so which not only one. They will stay here and look at the all things but maybe they will stay a little longer.

P : Ok. Next question, that we will talk about accessibilities. For example, when you will go to Lawang Sewu, you have a difficult to get that place or no?

N : No. Because Taxi is cheap in here. Compare to a lot of country is very cheap so is no problem to go there.

P : Now, we can google map in handphone, so the accessibility is not the problem?

N : I don't know things so. I think the problem is you need to know that's things there. The things to look at when you come to Semarang to find it in internet then, this is special from Semarang.

P : In internet just Lawang Sewu ya? In Semarang hahaha...

N : I don't know

P : If you search Semarang maybe the photos is Lawang Sewu. Hahaha..

N : Wait a minutes. (Barbara mengambil sebuah buku "Lonely Planet")

P : Ok

N : You know this? (Barbara menunjukkan beberapa informasi terkait dengan wisata di Semarang melalui buku tersebut) This is a book in every languages.

It's a book to backpackers or people who wants to go travels. And you can find everything in here. And this is already the old one. (Barbara sedang berusaha untuk menunjukkan informasi yang berada di buku tersebut) I can make you a copy for you if you're interested.

P : Oow, Sam Poo Kong, Gedung Batu, ya..

N : The old city is in here, Greja Blenduk, China Town, The Temple, Pasar Cina?

P : Oh yes. Semawis?

N : A Chinese market, Pasar Gang Baru?

P : Ehem..

N : That's we've been there. That's nice. Funny. But we went to early actually. So Pasar Johar, but it's gone now. Masjid Besar. So and then it's Puri Maerokoco park.

P : You don't know?

N : No.

P : It's a really close from here.

N : Ow yeah? I don't know. So if I don't know about it that's strange. Because I live in Semarang that's mean is the information doesn't get to me. Now, I think there's the problem. The information is to get to you.

P : About the Chinese market, I want to tell you about Semawis. You hear about Semawis maybe?

N : No. What is Semawis?

P : Every weekend, we have a street food.

N : In Saturday evening?

P : Yes. Just in evening until night. And open just in Friday, Saturday, and Monday.

N : Yes. We've been there, but too early I think. I arrive at 5.30 I think and it starts at 7.00 actually. Yes we already had some meals, some foods but it's nice.

P : Oow yeah, the name is Semawis.

N : Ok

P : You must try again.

N : Ok I will one day I'm going there again.

P : And then back to Lawang Sewu, how about Lawang Sewu facilities?

N : I don't know. Do you mean is there any a good toilet? Or ...

P : Ya. Maybe information for, maybe the locket, it's a facilities for you. What do you think for tourist?

N : I think it was ok. I'm not sure about it anymore because...

P : You don't have a problem with the facilities in Lawang Sewu?

N : I don't think so. No there was an furniture expotion then so you don't really watch the sun. And there was a tour guide and he walk get into the building and you could go into the seller. It was part clear then but I don't know if normal how it did it.

P : For the toilet no problem?

N : I think it was ok. I found the toilet. Maybe I asked for it or I saw it. I found the toilet. Haha..

- P : And then about the services, what do you think about tourism destination? Maybe in Lawang Sewu or in Sam Poo Kong? The services is talking about the guide maybe.
- N : Well, one thing that should speak english very well. And that's a minus because a lot of them don't know. And then, sometimes Indonesian people are shy. So they well not step up to you and say "Can I help you with this or that", they want you to come to them asked but tourist when they don't know they just look around and said "Oh, this is it? There's no information, there's no one telling me anything, so ok then what I better go back again? Or I go again?" So I think you should stop being shy going to the people saying "Can I help you?" Do you have any question?" Or yeah.. care about them and let them know what they can see or what they can experience or what they can do because if they don't know, they won't go there. And it will be a silent. There maybe has a close town again because there's no people coming, just because the people don't know.
- P : Says the foreign about the tourist and Indonesian people yeah?
- N : Yes. Very different.
- P : Indonesian are very shy
- N : I'm talking about American and European people. Because Asian people I don't know. They are different again from Dutch. European people are very direct and not shy but if they think are not clear well.. then.. they might think "oww.. is that all there is?" And then they will go again. And then they will write a review "well.. nothings much, just see". So better make it clear and you can have this, you can have that, you can ask the guide, we can offer you this, we can offer you that, but you just have to.. because there's a lot of things possible in Indonesia but we found out you have to step just to ask they "what do you want?" but if you don't know what there is, you can't say there is I want this or that because they don't know. You didn't think of it. So people in Indonesia have to think about it, we can do this, and this, and this, and that and offer it to them, to the people.
- P : Maybe that for example the guide is not fluently in english maybe the information can be tell about that what can you do? What can't we do in here?
- N : Yes. And possibilities also like we can give you, we can tour you're around with the guide, we can also from here we can take you to another nice place to see like Kota Lama, or like another very nice place also very interesting, we think is cemetery. The worse cemeteries..
- P : The cemetry?
- N : The kerkhof?
- P : I don't know the kerkhof are?
- N : Kerkhof is where Dutch people are. All the right courses ehm.. You know kerkhof is a Javanese saying it's cemeteries? When the dead people are burried there.
- P : I don't know.

N : You don't know. Argh.. I'll search it then for you. Let's see I can find it. It's so small. (Menunjukkan apa yang dimaksud dengan Cemetery di buku yang ia miliki.)

P : Near Lawang Sewu?

N : No. It's from here, and you go to the airport, but you just go straight on. Not to the airport but just go straight on. Then, you go to Kantor Imigrasi. But then you turn the right side to the street.

P : Kantor Imigrasi?

N : Before Kantor Imigrasi. On the turn the right side on the street. What's the name? It's a big fields with all the white crosses and there's..

P : Brown Canyon?

N : No. It's where all dead people from the past war were burried.

P : The building?

N : No. It's a fields with white crosses because it's all grave. You don't know?

P : I don't know.

N : Ok it's a war cemeteries.

P : So it's cemetery?

N : Cemeteries.

P : Ok. It's something new for me.

N : Ok, well.. Dutch people find it very interesting. And it's a lot of Dutch people coming to Semarang. Because maybe they're families in there. Because of a lot of people come here from Europe, a family that was here like my grandfather or grandmother serve in the world war here. And some people died here, so I think they're burried there. So they're might be they same names still.

P : Ooo.. Makam?

N : Makam? Is that a name?

P : Place to dead people?

N : Yes

P : Taman Makam Pahlawan. Ya, I know it.

N : Ok, that's a big things awesome. That's interesting too.

P : Is it the reason you interesting to tourist come in Semarang?

N : Yes.

P : For the history?

N : Ya. For the history. There's a lot a history places like that, like in Jakarta, in Bandung, in Jogja. They have cemeteries like that too.

P : So it's cemeteries?

N : Yes. Cemetery. That's the English word. Javanese word is "kerkhof"

P : Kerkrof

N : Kerkhof. That's a Dutch word and Javanese too.

P : Nama yang asing bagiku. Hahaha..

N : Hahaha..

P : I don't know the name. And then, what is the positive experience in Semarang that you get?

N : Positive? A lot of positive experiences. I think the people because they're very nice, very helpful, very good, just walking around then feeling happy in

the city. There's nice malls too. We like Ciputra, Matahari, meeting people, food is very important for Indonesian but it's also the really nice a lot of different kind of food. So.. ya.. nice..

P : It's the positive experiences, but how about the negative experiences?

N : Sometimes you must to wait very long for something to be repaired or something like that.

P : Can you tell me more?

N : Yeaah... When the roof is leaking you asked for the repair man to come and then they say "besok". And in Holland "besok" if it Monday "besok" is Tuesday.

P : Tomorrow?

N : Yes. So that's Tomorrow. But in Indonesia "besok" can be next week also. So then you stay home Tuesday and you call again and then there's no reply. And then you're waiting and waiting again, you can thinking and waiting when, when it be coming.

P : Slow response?

N : Ya slow response sometimes. And that's not only in Semarang but in Indonesia. When you go to restaurant, you order something, aa.. "Habis", aa.. "kosong", and you think well.. if you have a restaurant you have to have stock. So that's very annoying. Hahahaha. And then when you order something else because oh yeah you must change, look at the menu again, and then order something else, "ehm.. maaf habis" also. That's very stressed. In Holland, when we go to eat, we all get air food at the same time. When we are in table with five or six persons, we will get air food at the same time, all of us. So you can eat together and here it is very different. Here, maybe you're food comes, and my food comes 10 minutes later or you're already finish, like that. So yeah.. that's different.

P : Sudah?

N : Sudah.

P : Then about culinary, how the taste of food in Semarang?

N : It depends where you go. There some very good restaurant and there's also restaurant 'biasa' or very ordinary. Yah.. lumayan.

P : Not really nice or something special food in Semarang?

N : Ya.. there is..

P : Scoring 1-10, five maybe. The points of food.

N : Ya, there is. But also very good. Sometimes, we like go to foodcourt in Tanah Mas. You can eat really nice 'udang' over there. "Ehm.. enak sekali.." and well, and that's not so very expensive but there's also 'kepiting', oow.. really nice.. And there's a lot of good fish, because of yeah.. harbour place, so very good fish. But also the Korean restaurant somewhere. I don't exactly know on there. I think it's near Candi. That's a Korean restaurant and that's really nice to go there also. Nice foods. Chinese foods, sushi, Japanese, Western restaurant.

P : Everything is already in Semarang now yeah?

N : I think now yeah.. a lot of choices. A lot of good food.

P : And then about the favorite food in Semarang?

N : My favorite food? Soto Ayam from Pak Med.
P : Pak Med? oww.. hahaha..
N : Well you have to know the place where you go to.
P : In where?
N : Pak Med is I don't know. I don't know.
P : You don't know the name of the road?
N : Of the street. We just go there. My husband knows the way to go there. It's far from here.
P : So Soto Pak Med is your favorite food in Semarang?
N : Ya.
P : And then about the traditional dance in Semarang, do you seen that?
N : Never
P : Oww.. never?
N : Ya, no. Where you can see that?
P : Where? If talking about where, I don't know. But traditional dance in Semarang, if you can search in google, maybe is Gambang Semarang, It's traditional dance from Semarang.
N : With the fingers like a Bali dance?
P : It's Javanese dance like that. But if you talking me about where? I don't know too.
N : Well then you should make a place for it's special there's another tourist attraction maybe.
P : It's a negative from Semarang yah..
N : You don't know where to go like Jogja has Premanan?
P : Prambanan?
N : Prambanan. That's really nice. We've been there and really nice to go there. So if Semarang has special dance, you better make a place and where people can go and go to look it.
P : So you never see that traditional dance in Semarang?
N : No.
P : Ok no problem. Five years in Semarang, you never see?
N : Never. I never heard of it. Never. So that's what I mean if you don't asked for it, I don't know. If you don't tell me, I don't know. So that's the problem.
P : Sama-sama tidak tahu. Hahaha. Ok, and then about the beach in Semarang city, I want to talk you about this topic.
N : Ow, yeah the beach.
P : Are you enjoy with the beach in Semarang?
N : Well.. there's not much beach because you call it beach maybe but it's not beach.
P : What are you call it, I mean the beach?
N : It's a dike.
P : Dike?
N : Yeah.. because it's a lot of stones. And the beach, well.. the sand is not like a beach because the beach has nice yellow or white sands. But this sands is brown, dirty and not really nice place.
P : Not really nice place? For sunbathing?

- N : No. No sunbathing over there. And then the people will stare at you when you go sunbathing over there. Everybody.
- P : Everybody will see you and look at you very... hahaha...
- N : Yes, if I wear my bikini over there and bathing soon. Oh, bye.. problem.. hahaha..
- P : Ok, so you never go to beach or.. ?
- N : We go to the beach because it's near a house. So we walked there. But we go there to walk around. Just for exercise but not for the nice beach for the sea, or something.
- P : Not activity in the beach yeah. And then, when you in Indonesia are you had back to your country?
- N : Yeah.. we go back to my country maybe once a year because of the wedding our children, because of well.. our grandson was born last year, so usually there's no occasion to go back. And it depends, because we had a wedding in August, we had a wedding in.. one time in May, so when wedding is weigh just go, for a when there's like certain birthday of my mother or something like that.
- P : Ok. How many times you back to your country?
- N : Once a year.
- P : Every year? But..
- N : Every year one time, kira-kira.
- P : Ok. When you back to your country, are you tell your family or your friends about Semarang?
- N : Yes.
- P : What story that you tell to them? What experiences that you share?
- N : Ehm.. I tell.. I usually tell them that is a hot but then it's nice. So when a lot of friends want to come just to visit us here. When they come, so we will look around to Semarang, Show them the old city, show them the city, some shopping.
- P : What is the response from your family and your friends if you told about it?
- N : They're interested.
- P : So in their opinion, Semarang is recommended for them?
- N : Well.. in their opinion. I think they go to Semarang especially because we are here. And then, when.. usually when they think about Indonesia, they think about Bali, going to Bali. And usually we tell them if you come to us, you better go to Karimun Jawa. Because it's near from here and much more beautiful than Bali.
- P : So I can imagine that they come to Semarang, living in my home, I want to show you about the positive bla.. bla.. bla.. and we go to Borobudur, we go to Bali, in Semarang just for few days.
- N : Usually ya.
- P : And then, go to another tourism destination out from Semarang.
- N : Yes. But they want to see as much of Indonesia as they can in maybe two or three weeks.
- P : If you back to your country for a long time and you're not live in Indonesia. And you want to back Semarang or revisit again to Semarang?

N : I think so.

P : Why you want to back to Semarang?

N : Because we have a lot of good friends here, in Semarang right now. Because I think I will miss the weather and I will miss the atmosphere of Indonesia, there's 'pelan-pelan', no stress..

P : Slowly but sure?

N : Ya. Slowly but sure. 'Alon-alon asal kelakon' hahaha.. Ya. I think I will miss Indonesia very much when I go back to Holland.

P : Miss about the people? About the food?

N : The people, ya.. Everything lives here, ya.. I will miss it. So I won't to go back.

P : Is Semarang a peaceful place?

N : Ya, peaceful life.

P : The quite place?

N : Ya, here it is. It is quite.

P : Enjoy for living?

N : Ya

P : It's the reason you enjoy in Semarang?

N : Ehem.. Right.

P : And then, in your opinion, Semarang is so friendly for tourist or not?

N : Ya, I think so.

P : Why you say 'ya'? What is your experience that make you say Semarang is friendly?

N : Because of the services people give to tourist like when you in Jogja, and you pay the taxi driver, like it's thirty-five thousands rupiah. You give fifty, they will hold the fifty so you especially have to asked for the money back. In here, they deal with you like straight. They will give you back you're money you're right away. They will not tell you 'oh, I don't have money back' or 'I have to changes first to get your money back.' They will not over-charged you. They're like more honest. They don't want to have more benefit from the tourist like in a bad way.

P : So it's good?

N : Ya. It's a good mentality. Good services, good mentality, and they're friendly. Always smiling.

P : So, it's the reason you say that Semarang friendly for tourist?

N : Ya

P : Besides bad condition, bad people ya..

N : Ya, I think in another places, the tourist places, the people already are little bit spoiled. They think that tourist has a lot of money so it's not bad to asked more of them temptation.

P : Is Semarang save for living?

N : I've been a rob a couple of time, but I think Semarang is save.

P : You get rob?

N : I get rob.

P : When you get a rob?

- N : Already maybe at the first we were here. I was here, near the house, at the bundaran. And then.. just.. ok.. someone of the rob grab my bag from my shoulder. It was not nice experience because more about the things that were in the back like personal things like photos, and not about there was some of money in it. But that's not important, but personal things is important. Well.. what that happens but I think usually Semarang is save. I feel save.
- P : Ok. And then, in your opinion, Semarang is recommended to be destination tourism or no?
- N : I think it can be really nice place for tourism. But I think it should changes little bit here or they're make some tourist places.
- P : If we get something new?
- N : Ya, something changes and make it totally organize promotion. (Barbara membukakan pintu bagi suaminya yang baru saja pulang.)
- P : When we compare to with the other cities, which will be better when use for tourism attraction?
- N : Ehm.. it's depends on. I think ehmm.... it's should be hard to get to Semarang. And it's out of the rude. If you have the travel agency using the rude for to like Bandung-Jogja so it's out of the rude. So that's little bit difficult I think. So about compare to other cities, it's totally different from all the other attractions in other cities. So should have is own attractions.
- P : We can't compare it?
- N : Ya, you can't compare it.
- P : Because every city has something?
- N : Ya, something special.
- P : Ok.. next, how about the price daily life in Semarang?
- N : It's good.
- P : Is it cheaper than another city?
- N : I think cheaper than Jogja, cheaper than Bali. I think it's good.
- P : So you think live in Semarang is cheaper than another city?
- N : Ya.. I think so.
- P : For the last question, when in the condition of you before go to Semarang, you going Semarang, and then in Semarang, and then if you go out from Semarang. There is a sense of excitement or no? Happiness? Enjoy maybe?
- N : Ya. When I go out usually for the holidays, so I feel excited about the holiday. But it always to be good to come back to Semarang and it's nice to go to be home again, and it's nice to be comfort of the city you know again. So I like too coming back to Semarang again always. Ya.. going to be home. Hahaha.
- P : It's like your home, your country maybe?
- N : Well.. it's totally different from Holland, from my country. But it's my home.
- P : It's your home?
- N : Ya. I feel like home.
- P : You enjoy in here, you can breathe in here.. hahaha..
- N : Yes
- P : Ok. Thank you very much for the interview, for your time, for your information. Thank you very much for sharing.

N : You're welcome.



Interview 5:

Transcript Interview with Ben

Expatriate from Holland

Place: Cafe on Sisingamaraja Street

Time: Thursday, 4th February 2016, 07.45 a.m – 08.25 a.m

P : First, can you introduce yourself sir?

N : Yes, of course I can. Good morning, My name is Ben Van de Sain. I'm from Holland, but I live in Indonesia for 23 years.

P : Live in Indonesia yeah?

N : Mostly in Semarang.

P : You stay in Semarang?

N : Yes, I still live in Semarang.

P : And then what your family?

N : Yes, I'm still from Holland, but my wife is from Semarang, and 2 children were born in Semarang, 2 sons yeah.

P : Are you working in Semarang sir?

N : Right now im working in Semarang and outside in Semarang.

P : Maybe can you tell me about the kind of your job?

N : I'm self employee, I have a furniture exporting business, and from Jepara, beside that i'm consultant for some other companies, and I'm now the proses of setting up gokart track.

P : And then i want to know about how long you was stay in Semarang?

N : Well in Semarang, I started to move to Semarang in 1998.

P : Before stay in Semarang...

N : I Stay in Jepara, 5 years.

P : Why you choose to stay in Semarang, not in Jakarta, not in Jepara, or Jogja?

N : Well, my wife is from Semarang, so that was easier, because she is close to her family and I move my business from Jepara to Semarang as well, and the Semarang 20 years ago, most a very nice and quite city.

P : In your opinion 20 years ago, and then now how?

N : Well it has change, Semarang is recommend, but sekarang ramai, banyak bangunan tinggi-tinggi, so i think Semarang, saya dulu, kita campur inggris sama tidak apa, saya anggap dulu Semarang seperti anak tiri. Orang selalu memfokuskan untuk ke Jakarta, Surabaya, Jogja, dan di luar Java, seperti Bali. Semarang seperti tidak ada di radar. Berarti itu karena saya dulu anggap Semarang seperti provincial town, sleepy town. Waktu saya datang, mereka baru mulai bangun Ciputra Mall, sebelum itu belum ada apapun selain Matahari yang lama. Saya pernah lihat, setelah saya pindah ke Semarang, banyak perubahan. Banyak perubahan mengenai aktivitas di Semarang, development di Semarang, kesibukan di Semarang. Kita bisa lihat sekarang, ada banyak orang dari luar, datang ke Semarang dari Jakarta, bisnis dari Jakarta pindah ke Semarang. Kenapa Jakarta terlalu mahal, terlalu ramai, UKM terlalu tinggi, berarti pengusaha-pengusaha cari tempat sedikit lebih kondusif, itulah sekarang menjadi Semarang kita bisa lihat. Sayangnya walaupun ada perkembangan positif dengan itu kita dapat perkembangan

negatif, ramai di jalan, lalu lintas ada dulu macet. Dulu saya hari minggu pergi jalan-jalan sama anak-anak saya, kosong di jalan. Sekarang kapan saja tiap saat di jalan padat, macet, sudah mulai sedikit-sedikit seperti lalu lintas di Jakarta, atau seperti pusat Surabaya, karena infrastruktur belum bisa mendukung ketambahan lalu lintas.

P : Jadi, berbeda nampaknya, sangat berbeda?

N : Sangat, sangat berbeda.

P : 180 derajat mungkin.

N : Minimal iya, karena saya lihat bukan hanya Semarang, tetapi rata-rata Indonesia masuk jaman eeee... peningkatan ekonomi, tetapi bersifat materialis dan karena saya dari negara-negara barat dulu sebelum di Indonesia, saya pernah lihat proses itu sebelumnya. Berarti saya bisa lihat yang positif atau negatif dari perkembangan itu, yaitu dengan pendapat orang, karena sekarang-sekarang fokusnya ke materialisme, bagi saya terlalu cepat dan terlalu banyak.

P : Itu yang dialami Semarang?

N : Semarang, tetapi rata-rata seluruh Indonesia, tapi kita ukur dari kota yang kita hidup. Dari itu kita bisa lihat. Menurut saya seperti itu, jumlah-jumlah mobil baru dijual sekarang dibanding dengan 20 tahun lalu ya luar biasa. Dan itu kita bisa lihat jumlah-jumlah mal yang diangun dan masih akan dibangun, itu tanda-tanda ekonomi Indonesia telah bangkit dengan baik, Cuma efek samping itu orang terlalu fokus ke materialisme dan ketinggalan perasaan sosial dan mungkin juga pengaruh ke arah budaya, dan kedua menurut saya sendiri terlalu banyak polusi di 5 tahun terakhir ini, polusi, sampah. Semarang dan sekitarnya punya masalah sampah yang sangat besar, LUAR BIASA. Dimana saja, di kanan kiri jalan, kita lihat tempat-tempat orang buang sampah spontan, kenapa orang dapat banyak duit, beli banyak hal, berarti ada juga tambahan sampah. Dan dulu mungkin sampah dari bahan alam, dibuang tidak apa-apa, tetapi sekarang ada sampah plastik atau apa saja, berarti ini salah satu efek samping negatif untuk lingkungan. Kalau saya misalnya perjalanan menuju Jepara, dimana saja, orang berhenti dan mendrop sampah mereka, itu kenapa? Saya tidak tahu. Mungkin tidak ada cukup fasilitas dari pemerintah untuk buang struktur pengambilan sampah masih kurang sosialisasi, orang Cuma pikir "Ini saya tidak butuh, buang saja." Cuma itu menurut saya, merusak lingkungan sampai dalam-dalam sawah dan hutan. Kalau saya akan Hash pernah lihat di kiri kanan ada banyak sampah, dan kelihatan orang sama sekali tidak peduli, merusak lingkungan, merusak apa namanya... panorama mata kita.

P : Polusi mata, polusi hidung.

N : Ya semuanya. Tidak bagus. Karena apa, anak-anak juga main di dalam sana, kita tidak tahu ada bahan beracun, ada suntik-suntik atau apa, sangat-sangat bahaya. Menurut saya dalam beberapa tahun ini, akan menyampai titik kritis, itu cukup dengan itu, namun ada satu hal penting.

P : Saya coba buat kesimpulan singkat. Semarang nampaknya sedang dalam progres menuju ke kota-kota besar lainnya, namun Semarang nampaknya

belum siap, dan nampaknya orang-orangnya merasa shock dengan perubahan yang begitu cepat.

N : Ya mungkin, orang sini belum sadar. Saya sadar karena seperti saya bilang saya pernah mengalami perkembangan itu di luar negeri, perkembangan ini tidak selalu positif, karena di sini keliatan saat ini titik itu sudah mulai tidak ada keseimbangan lain. Itu juga buat orang sedikit egoistis, Cuma pikir diri sendiri, dan itu kita bisa ketemu dalam lalu lintas, dalam lalu lintas orang di sini karena tidak ada sistim belajar stir yang resmi, siapapun bisa ke kantor polisi dan bisa dapat SIM. Orang tiba-tiba dapat duit bisa dapatkan kredit, mau apa? Mau mereka lihat mobil baru, cantik, DP sedikit, tanda tangan, jadi. Dan tiba-tiba mereka akan jadi partisipasi lalu lintas, tanpa pengalaman. Sangat bahaya. Banyak masalah di lalu lintas, karena orang tidak mau kalah, mereka rasa “Hey saya sekarang punya mobil, lihat saya.” Itu memberikan mereka rasa kepentingan diri dari sisi salah, karena tidak ada peraturan lalu lintas jelas juga, yaitu buat ada banyak masalah, agresif, protage, dan ada banyak sekali. Itu berarti lalu lintas harusnya ada peraturan-praturan yang krusial, biar semua lancar dengan baik, tetapi keliatannya di sini itu, mobil yang paling besar harus menang atau apa saya tidak ngerti itu, berarti ini harus di atur.

P : Next question ya.

N : Ya.

P : Before you stay in Semarang, you stay in Jepara, and then selain itu dimana lagi?

N : Di Indonesia tidak, cuma di Jepara dan Semarang.

P : Jepara 5 years, and Semarang..

N : Sampai sekarang.

P : Can I know why you move from Jepara to Semarang?

N : Ya, we talked about before, my wife is from Semarang and I move my business from Jepara to Semarang. And Jepara in 20 years ago, still i said kampung. Abis 5 tahun di Jepara, saya siap untuk pindah ke tempat yang sedikit lebih... besar, dewasa apa dengan... Dengan fasilitas yang lebih sedikit lengkap dari Jepara, karena Jepara sebenarnya tidak ada apapun.

P : Kampungan karena tidak ada fasilitas, no facilities.

N : Tidak ada fasilitas dan walaupun kita kerja sama dengan orang sana tentang bisnis mebel, tetapi hanya kerja sama dalam bidang bisnis mebel, tidak ada banyak kegiatan antara orang asing sama orang Jepara, karena ya mungkin budaya masih terlalu asing, masih terlalu jauh, dan selain bisnis banyak orang masih lihat orang asing seperti “UUU... apa itu... bule bule itu” Kalau saya ada di kampung-kampung di sana untuk ketemu sama pengrajin di sana atau apa, seluruh kampung keluar untuk lihat karena ada “moncong putih”. Hahahaha.

P : From the other city like Jepara, where are you enjoy to stay? Semarang or Jepara?

N : Oh Semarang. Jauh, jauh.

P : Karena ada fasilitas itu?

- N : Ya karena ada sedikit kemajuan kota besar, selalu lebih daripada kota kecil atau desa-desa itu. Itu memang beda. Dan walaupun ada kebanyakan orang lebih baik, kita setiap hari misalnya jalan atau apa, selalu harus ditanya ini, atau mister darimana, kemana, sudah punya istri atau apa, akhirnya kita rasa seperti atraksi sirkus daripada manusia. Akhirnya walaupun intinya baik, akhirnya kita pikir “OK, kita mau mungkin sedikit hindari dari itu” dan kalau kota-kota besar orang sudah jauh lebih terbiasa dengan kehadiran orang dari luar negeri. Pasti beda.
- P : Jika dibandingkan dengan kota besar lainnya, seperti Jakarta, Surabaya, Jogja, Bali, dan Semarang, lebih enjoy mana menurut anda?
- N : Tetap saya enjoy Semarang, karena saya sudah begitu lama di sini, ada keluarga di sini dari istri terus selama 20 tahun kita buat apa namanya, lingkungan sosial, teman-teman, Semarang is my home. Ini saya sudah habis begitu lama, sudah tidak rasa tamu lagi, ini kotaku, I live in Semarang, seperti itu.
- P : Jadi walaupun Jakarta fasilitasnya lebih lengkap, tetap lebih enjoy Semarang ya?
- N : Ouhh... (sambil membuang tangan) Saya tidak suka Jakarta. Terlalu besar, ramai, kotor, macet. I don't like it, I don't like at all.
- P : Besides in Indonesia, which country that you was visited?
- N : Uuu many.
- P : Can you tell me more?
- N : Visited or live?
- P : Visited and live maybe.
- N : Well start with live, I live, I was born in Holland so Holland Belgia, Perancis, Spanyol, Amerika Serikat, Aruba di Karibia, dan kemudian Indonesia, tapi itu sudah lumayan lama. Dan untuk visited mungkin saya sudah pernah visiting 40 atau 50 negara sebelumnya.
- P : Eropa?
- N : Eropa kebanyakan.
- P : Australia?
- N : Australi, Selandia Baru, Amerika Serikat, Kanada, Mexico
- P : Afrika?
- N : Mesir, Turki. Banyak sekali. Saya suka traveling. Saya suka lihat ya..
- P : Maybe I can say, that you like an exploration?
- N : I like an adventure.
- P : Why you like an adventure?
- N : Itu sulit untuk dikatakan, itu sesuatu di dalam kita ya. Sejak kecil saya ingat mungkin saya sejak umur 5 tahun, saya sudah selalu pikir saya ingin lihat dunia. Tapi saya ikut rasa saya dan sejak saya lolos dari sekolah, saya mulai, saya pergi ke dunia. Dunia saat itu masih lumayan tenang, dan perjalanan kemana saja masih relatif gampang dibanding dengan sekarang, dunia sudah berubah. Untuk travelling tidak segampang lagi, karena ada banyak masalah, terutama dengan masalah terorisme. Travelling sekarang jadi lebih sulit untuk atur dari visa, tiket semua itu. Dulu waktu saya lolos high school, kita bisa

ambil ransel, dompet, ke bandara, beli tiket kita pilih mau kemana, beli tiket karena kebanyakan kita tidak butuh...

P : Passport?

N : Visa. Passport pasti tetapi visa biasa tidak gampang, sekarang sudah tidak bisa. Jadi sekarang sedikit beda, kalau kita mau travelling banyak antrian, banyak isi daftar, kita harus lepas sepatu, tidak nyaman lagi. Kita betul-betul harus planing, apa lagi kalau pas saat liburan masal. Kalau lebaran atau natalan, semuanya yang liburan masal, saya tetap di rumah, saya tidak kemana-mana, terlalu ramai.

P : So the purpose you choose to stay in Semarang, apa ya alasannya?

N : Ya itu katakanlah itu kerasan ya. I feel home, dari awal saya selalu, walaupun saya hidup di Jepara, tiap beberapa minggu kita tetap ke Semarang untuk shopping, karena di Semarang ada supermarket, ada apapun, selalu saya datang ke sini saya pikir “kok ini kaya enak di sini.” Begitu ada kesempatan saya bilang sama istri, “ayok kita cari rumah di Semarang, sekarang saya mampu untuk cari gudang di Semarang, kita pindah saja.” Dan lagi karena di sini ada fasilitas lebih bagus, walau masih minimal, seperti saya bilang mereka sudah mulai bangun Citraland mall, keren ada bioskop, ada supermarket, keliatan Semarang rata-rata juga kota sangat aman, sangat tenang, itu sesuatu yang saya suka, tapi ya itu ada beberapa alasan buat saya menarik untuk pindah ke Semarang, karena keliatan itu kota yang cocok bagi saya. Tidak terlalu besar, tidak terlalu ramai, tidak terlalu ada banyak polusi, tapi itu 20 tahun yang lalu, dan sekarang sedikit beda.

P : When you are not in Indonesia, do you know about Semarang before?

N : No.

P : No, Ok. And then what information you get about Semarang?

N : Nothing. No before I move to Indonesia, I come to Indonesia one time wisata, travelling. Dan saya mulai di Jakarta terus ke Bali, terus ke Lombok, semua sampai ke NTT, sampai Kupang. Naik bis, naik kapal, apa saja seperti adventure pakai ransel, dan habis itu saya dari Jepang menuju ke Australia, dan sebelum itu saya sudah lihat lumayan banyak dari Indonesia. Tetapi karena saya masuk dari Singapore dan saya terbang ke Jakarta, dan dari Jakarta saya langsung terbang ke Bali, berarti saya belum belajar terlalu banyak. Dari jaman dulu jelas kita belajar di sekolah tentang Indonesia, terutama karena dulu ada hubungan antara Belanda dan Indonesia, berarti kita sudah tahu sesuatu tentang Indonesia tapi kebanyakan itu Jakarta, Surabaya, Bali seperti itu, karena itu fokus di seluruh dunia kenal. Tetapi habis itu saya pulang ke Eropa lagi, habis liburan itu, terus saya dapat penawaran pekerjaan di Indonesia, dan karena saya telah travelling di Indonesia, saya pikir “Wah itu bagus, saya bisa kembali lagi ke Indonesia.” Tapi itu yang saya dapat penawaran untuk pegang sebuah gudang di Jepara. Terus saya ambil kesempatan itu, terus itu saya pertama kali saya dengar tentang Semarang. Karena saya dapat tiket dari perusahaan itu harus ke Jakarta dulu, dari Jakarta lalu saya ke Semarang, dan di Semarang saya ditunggu seorang supir untuk dijemput dan dibawa ke Jepara. Sebelum itu saya tidak pernah dengar tentang Semarang.

- P : Jadi tahu Semarang karena perusahaan, informasi dari perusahaan.
- N : Cuma itu.
- P : Dan informasinya hanya untuk mendarat saja. Dia tidak menceritakan sesuatu tentang Semarang.
- N : Ya karena fokusnya tidak di Semarang, tetapi fokusnya di Jepara.
- P : And then.. Saat anda di Jepara, do you know that Semarang city is famous with Kota Banjir?
- N : Belum. Saat itu belum. Cuma kalau kadang-kadang saya weekend sering menuju ke Semarang, karena saat itu sudah ketemu istri saya, atau waktu itu calon istri saya. Jadi kalau weekend libur saya ke Semarang untuk ketemu, pasti kadang-kadang waktu kita keliling atau saya mau kembali ke Jepara, kalau kita lewat Stasiun Tawang pasti ada air. Tapi waktu itu belum parah seperti sekarang. Karena dalam waktu itu saya belajar tentang semua keadaan banjir dan fakta adalah kota bawah disekitar seluruh kota lama dan katakanlah Genuk dan kaligawe, tanah pasti menyusut, tanah relatif mudah menyusut, karena saya telah bertemu dengan seorang dari sebuah kantor engineering dari Belanda yang belajar dan kasih saran ke pemerintah dan mereka menjelaskan sama saya masalah itu, menyusut setiap tahun sekitar 5cm. Coba bayangkan dalam 20 tahun terakhir sudah menyusut, dan itu saya tahu dari pengalaman, mengapa? Karena waktu itu saya sewa gudang di Genuk, bukan Genuk, Kaligawe. Tiap tahun kalau banjir datang gudang itu mengalami banjir, tapi tiap tahun lebih dalam, karena saya bisa lihat dari garis-garis bekas banjir, dan fakta itu memang tiap tahun itu tambah lebih besar banjirnya, sampai kita bisa lihat kota telah tambal jalan-jalan cor untuk menghindari dari masalah banjir yang belum selesai.
- P : Jadi sebelumnya tidak tahu, namun merasa pernah melihat air di jalan.
- N : Tiap tahun kalau saya kadang-kadang mau ke gudang dari jalan raya Kaligawe, saya parkir di depan gudang es disitu ada palang kereta, lalu saya harus jalan ke gudang saya di belakang. Dalam air saya harus berjalan, hampir semeter saya harus berjalan dalam air untuk bisa sampai gudang. Gudang saya saja masih mengalami banjir sampai kedalaman 30cm. Stres (Sambil memegang kepalanya).
- P : In your opinion what is the branding for Semarang City?
- N : Well. Kamu baru sebutkan kota banjir, tapi it's not a good branding. Katakanlah Surabaya punya branding apa, keistimewaan apa, atau Jogjakarta punya keraton, kota itu punya sesuatu yang bisa kita berfokus. Kalo di Jogja itu ada objek wisata besar...
- P : Borobudur?
- N : Ya itu Brodobudur. Itu orang bisa gampang mengidentifikasi, karena Brodoudur terkenal di seluruh dunia. Ya itu sesuatu yang sangat istimewa, tapi kalau di sini d Semarang, ada apa? Sebetulnya kalau memang Semarang mau jadi fokus wisata serius apalagi kalau mau fokus ke wisata asing harus ada sesuatu yang lebih menarik. Kota lama tidak cukup, Kota lama semacam itu ada banyak di luar negeri, dan kondisinya lebih bagus daripada di sini. Makanan khas Semarang ada apa? Cuma lumpia, lainnya tidak ada. Karena saya sering lihat kalau ada pasar pesiar yang datang dan di sekitar pelabuhan

saya lihat turis-turis adalah orang yang agak tua, mungkin mereka sudah pernah hidup di Indonesia dan mereka mungkin mau datang kembali. Dan mereka jalan-jalan disekitar itu dan bingung, mereka jalan namun tidak ada tempat yang nyaman, panas, tidak ada taman, taman kota supaya mereka bisa duduk dan beristirahat.

Menurut saya ini bukan hanya dianggap sebagai kritik negatif, tetapi sebetulnya mungkin instansi-instansi yang terkait dengan ini bisa menggunakan sesuatu. Harus menciptakan sesuatu biar orang bisa bilang kalau ke Semarang bisa ke ini itu. Tempat cina itu apa namanya?

P : Sam Poo Kong?

N : Ya itu terlalu berfokus ke satu arah aja. Lebih ke arah budaya orang cina, cukup lihat sebentar, tapi tidak ada perasaan dengan itu. Saya bisa lihat orang ke Jogja, mereka bisa ke Keraton, ke Malioboro. Itu ada sesuatu yang khusus fokus mereka bisa fokus untuk berwisata.

Mereka bisa menginap sekarang dimana saja hotel, hotel ada banyak. Tapi bagi mereka yang berwisata pake ransel-ransel.

P : Backpacker?

N : Backpacker di sini tidak ada banyak fasilitas. Yang saya.. daerah misalnya dekat pelabuhan, kalau kita sudah keluar dari dermaga, dari kapal-kapal itu, waduh berantakan, kotor, tidak bagus. Saya cuma melihat dari mata orang asing, yang saya ukur orang asing suka apa kalau mereka mau wisata, yang mereka lihat seperti itu. Kerapian, keindahan, fasilitas untuk istirahat, atau duduk, atau ketemu sama orang lain, atau minum kopi, di pelabuhan di situ tidak ada. Yang ada di situ cuma sekelas warung-warungan, yang untuk orang asing terlalu beda, mereka lihat ini kok seperti itu. Kebersihan bagi orang asing itu sangat-sangat vital. Mereka lihat warung dan lihat sekitar warung bersih atau tidak, dan mereka bilang “jangan disitu” karena mereka mungkin takut sakit.

Fasilitas transportasi, mengapa orang itu selalu jalan-jalan, saya tidak tau. Orang sudah tua mungkin mereka pilih untuk jalan. Baru kemarin saya dari daerah pelabuhan itu, dan di dekat kota Tawang ke arah pelabuhan ada orang wanita asing, jalan-jalan sendiri, dan saya pikir mungkin dia orang tersesat, karena biasa kita tidak lihat orang siapapun, karena daerah itu sedikit rawan, sedikit kotor, atau apa itu. Kemudian saya balik dan saya tanya “Kamu tersesat atau bagaimana, buat apa di sini?” “No, i just want to see” saya bilang “Mungkin tidak ide bagus untuk just want to see di sini, karena tidak ada apapun di sini, karena cuma ada bekas gudang atau gudang rongsok.” Lalu dia bilang “Tapi saya mau ke pelabuhan.” Saya bilang “Ya itu tergantungmu”, lalu saya cuma bilang “hati-hati.” Kenapa? Karena ia belum pernah, karena ia menggunakan baju yang di negara-negara asing mungkin dianggap biasa, tapi mungkin orang di sini “kok perempuan sendiri, kok make baju seperti itu, seperti apa?” Branding untuk Kota Semarang saya tidak tahu.

P : Maybe industrial city?

N : Ya tetapi industrial city tidak akan buat menarik turis, turis tidak mau datang untuk melihat polusi atau gudang atau apa. Turis mau datang karena kota itu ada sesuatu yang kuat, efek seperti magnet, jelas Bali ada. Walaupun saya

kira Bali sekarang jadi sedikit over, Bali sekarang sama, terlalu rame, macet, polusi, kriminalitas, tidak bagus. Bali 25 tahun yang lalu jauh lebih enak, masih rasa asli. Kenapa? Karena kalau turis datang banyak investasi, banyak perusahaan yang, misalnya toko-toko yang ada di Bali semuanya bisa kita lihat di Eropa. Semua yang merk-merk beken, saya pikir dimana akal orang, naik pesawat dari Eropa datang ke Bali, lalu mereka shopping ke toko-toko yang sama ada di Eropa. Mereka sudah datang bukan lagi untuk budaya seperti dulu, tapi mereka datang beli apa wisata paket, hotel sudah ada, makanan sudah ada, tur sudah ada, berarti mereka sudah tidak punya inisiatif seperti 25 tahun, saya di Bali masih naik angkot dan tidur di losmen-losmen kecil, ketemua dengan orang-orang lokal, dan makan dengan orang-orang lokal. Sekarang mereka datang makan ke Mc.Donal, naik bis untuk melihat, foto-foto dengan monyet, lalu naik ke bis lagi, foto-foto lagi di sini, pulang ke hotel, makan, pulang. Itu menurut saya sudah tidak membantu budaya Indonesia lagi, budaya Indonesia digeserkan seperti itu. Karena orang pikir, kalau mereka mau itu, mendingan buka Mc.Donald, dan buka saja toko-toko baju barat seperti itu, ini sebenarnya tidak masuk akal. Nah kembali untuk branding untuk Semarang, saya tidak berani sebutkan saat ini, karena saya telah pikir apa di sini. Karena tidak ada struktur atau infrastruktur untuk mendukung orang bisa datang ke bandara naik taksi atau bis, atau bis ke hotel, dan habis itu mall, mall ada di luar negeri merk-merk semua itu ada di luar negeri, dan sekarang juga harga-harga tidak begitu jauh dari harga di luar negeri juga. Berarti untuk mensendirikan harus muncul ide, harus ada rencana terstruktur dan itu akan makan waktu beberapa tahun, dan investasi dari pemerintah dan komitmen dari pemerintah memang menciptakan sesuatu yang “wah” kalau datang ke Semarang. Sekarang saya belum lihat itu.

P : Berarti belum ada branding ya untuk Semarang?

N : Sampai sekarang, selain kota banjir tidak ada branding sama sekali, seperti yang saya bilang. Saya juga baca, pemerintah akan fokus ke Kota Lama tapi itu tidak akan cukup untuk jadi fokus branding, karena itu di seluruh dunia ada kota-kota lama, dan sudah dalam kondisi yang jauh lebih baik.

P : Next question ya, when you go out from your country for the first time, do you have a nervous feeling or exciting or scary?

N : No. Excited. Akhirnya yang saya sudah mimpi selama saya kecil, seperti pertama kali.. Dulu di Eropa, sekarang sudah tidak ada, dulu di Eropa masih ada boarder atau batas-batas negara. Walaupun melambat-lambat negara-negara sangat kecil, berarti kita naik mobil satu jam, kita sudah ke batasan Jerman, atau batasan Belgia. Pertama kali itu kita harus ke boarder, dan di kontrol pasport dan dapat stempel. Saya masih simpan semua pasport dari waktu dulu, karena buat saya exciting. Negara lain, merasa lain, budaya lain, masakan lain, semua lain, itu buat saya menarik, berarti not scare, not.. excited. Sampai sekarang masih.

P : Because you want to see the new world.

N : Karena saya sejak kecil, dan saya mulai travelling saya sadar dunia itu salah satu tempat sangat luas, sangat istimewa, sangat intersif, beda, dan semua itu bisa membawa sesuatu ke kita yang bisa buat kita lebih cerdas, lebih kaya,

kaya pengalaman hidup, bukan kaya duit, duit itu sama sekali tidak penting itu sebetulnya. Pengalaman.

P : Menemukan pengalaman baru. OK. Before you live in Semarang, do you know about the tourism destination in Semarang?

N : No. Hanya satu itu yang selalu diutamakan itu Gereja Blenduk.

P : Bukan Lawang Sewu ya?

N : No, waktu itu belum. Gereja Blenduk yang hanya didengar, tapi waktu akhirnya saya ke sana untuk lihat, sebenarnya saya kecewa, “Cuma itu” kok tidak restorasi yang dalam juga. Lagi, ini di sini saya lihat, sering saya di sana pasti setiap hari ada orang di sana, foto, selfie, proyek, mungkin murid-murid sekolah fotografi, kalau tidak ke Gereja Blenduk, ke Lawang Sewu. Tetapi itu dianggap tidak kreatif lagi, karena semua sama, tidak ada, kalau ada kelas murid 20 / 30 yang dapat tugas proyek memotret sesuatu dan semua akan ke gereja Blenduk, tidak akan ada originalitas, tidak ada kreatifitas, dan Lawang Sewu nice building tapi dipake untuk apa? Orang datang, kebanyakan orang lokal, dan mereka cuma datang di sana untuk sensasi. Hantu atau cerita-cerita seperti itu, tapi sebetulnya gedung itu seharusnya bisa dipakai untuk bisa buat sesuatu lain. Entah museum, atau mungkin hotel, atau apa saja, tapi cuma di cat dan cuma didatangi orang seperti itu. Karena tidak ada yang orang bilang “WOW”, faktor wow sama sekali tidak ada.

P : And then where is the Semarang destination, that you have visited until now? Bisa sebutkan?

N : Gereja Blenduk sama Lawang Sewu, dan Sam...

P : Sam Poo Kong.

N : ya, karena tidak ada. Sebutkan obyek lain saya bisa ketemu di sini sebagai turis. Ora ono. Hahahha. Tidak ada. Nah, see ada beda antara intinya branding, saya lihat di TV internasional datang “amazing Indonesia” atau seperti itu, tetapi itu Cuma suatu slogan. Tapi kalau orang sudah datang, belum bisa menawarkan apa-apa.

P : Jadi hanya sampai ucapan saja, tidak ada aksi yang benar-benar amazing Indonesia?

N : Ini ada persepsi dari orang yang punya pengalaman, atau orang yang datang baru. Saya yakin orang yang tidak pernah ke Indonesia, dan pertama kali datang, kebanyakan pergi ke Jakarta atau ke Bali, pasti akan pikir “WOW” karena untuk mereka sangat-sangat baru semua, mereka mungkin belum pernah ke iklim tropis, mereka tidak pernah mengalami keramaian seperti di sini, berarti mereka mengalami sesuatu yang berbeda. Tapi kalau kita lihat, kalau saya bicara dengan banyak orang yang sudah satu kali pernah datang ke Indonesia atau ke spesifik Bali atau apa, dan saya tanya “You mau ke sana lagi?” “ouh tidak, sudah pernah” Berarti sekali untuk lihat, untuk mengalami, dan akhirnya mereka mungkin nilai menarik tetapi mungkin ada beberapa faktor mereka masih merasa tidak puas atau kecewa atau apa itu, lalu returns visitors, tidak begitu banyak dan relatif menurut saya.

P : And then, Do you know about Lawang Sewu?

N : Ya I know about Lawang Sewu.

P : Can you tell me about Lawang Sewu? What is Lawang Sewu?

- N : Lawang Sewu is a building on the bunderan apa Tugu.
- P : Tugu Muda.
- N : Dulu itu, dulu miliki kantor kereta api, ya. Indische Spoorweg Maatschappij berarti itu dulu untuk kantor pusat untuk kereta api. Yang saya tahu itu arsitektur itu kelihatan dari jaman itu menarik, tetapi sebetulnya dalam biasa-biasa aja, yang saya paling suka itu ada jendela besar dengan kaca berwarna, itu mereka harus sangat menjaga, karena itu sangat istimewa. Selain itu, seperti yang saya bilang, itu cuma gedung dan kalau kita masuk kita jalan itu hanya ruangan-ruangan sempit, rasa sedikit adem. Berarti misalnya kalau di dalam itu seperti saya pernah bikin di sini bisa bikin nice hotel, atau sesuatu khas, kasih suatu guna ke bangunan itu, pasti tidak bisa, karena kelihatan milik siapa, berarti kita tahu Lawang Sewu dan saya sering lewat, dan kalau saya lewat Tugu Muda, saya tidak akan bilang “Ouh ini Lawang Sewu” udah biasa.
- P : Do you think Lawang Sewu be a tourism destination?
- N : No.
- P : It have a good attraction in Lawang Sewu?
- N : What kind attraction? I think you can only make the attraction with you used digunakan, digunakan sebagai, menurut saya bukti hotel atau sesuatu seperti itu. Mereka telah coba beberapa hal, tapi beda terlalu jauh, mereka mau pamer bangunan itu tapi selain itu ya. Lagi orang datang selfie, beli teh botol, pulang, seperti itu, berarti tidak ada sesuatu untuk menahan orang untuk di situ. Di depan kita sudah bisa lihat penampilan.
- P : Dan tidak perlu masuk sebenarnya ya?
- N : Masuk cuma sebentar, yang orang paling akan lihat jendela berwarna saja. Berarti itu bukan seperti ini ya, mungkin orang Indonesia datang karena menarik dengan cerita-cerita hantu atau apa di situ, orang asing akan datang untuk melihat keindahan, terlebih yang jendela itu. Tetapi kalau kita masuk dan kita lihat nice, 10 menit , 15 menit ok next mau kemana? Hahahaha.
- P : Do you know about Klenteng Sam Poo Kong?
- N : I know.
- P : Can you tell me about Sam Poo Kong?
- N : Saya pernah ke sana satu kali dan saya I was shocked, it was dirty lagi orang datang melihat mereka sambil makan kripik atau apa, sudah jadi like that (memperagakan membuang sampah sembarangan), lagi apa di sana buat itu menarik untuk orang datang dan lihat “WOW, this is interesting” Cuma luas, gedung, bentuk bangunan cina tetapi selain itu ada apa di situ, tidak ada. Karena itu lebih fokus pada budaya cina, dan lebih fokus ke agama mungkin cina, mungkin Buddhist atau apa, berarti untuk turis internasional tidak ada banyak guna.
- P : Tidak menarik, tidak punya banyak guna, apakah waktu ke sana tidak ada tour guide?
- N : Tidak ada apa?
- P : Tour guide, pemandu wisata.
- N : Dimana?

- P : Di Sam Poo Kong, di lawang Sewu, ketika ke sana apakah tidak menggunakan pemandu wisata?
- N : No, tidak. Menurut saya tidak. Itu cuma sesuatu like a set, cuma orang datang, lihat, jalan dan bilang “that it’s”, tidak ada faktor yang kita bilang “WOW” itu.
- P : In your opinion, the touris attraction in Semarang is dominant with the historic building? Agree or no?
- N : But... Kalau historic building itu tidak cukup untuk turis umum. Kita harus belajar di pasar, turis-turis itu jaman ini cari apa, dan turis em em em... old building, bangunan jaman dulu itu cuma sebagian dari experience of tourism, apalagi fasilitas untuk bisa ke sana dan pulang tidak begitu gampang, karena orang bingung dengan sistim bis di sini, karena sangat sulit dipahami, bis atau angkot orang asing tidak mungkin akan paham. Dan apakah mereka harus naik becak, tapi duduk di becak dan bis truk apa aja di kiri kanan, takut. Tapi mereka sering sambil jalan. Mungkin yang terutama Semarang akan butuh dulu adalah salah satu turist centre. Turist information centre dengan intinya kalau orang mau kemana saja, mereka bisa ke sana dan lihat “ouh di sana ada ini, bisa naik bis ini, atau bisa dengan taksi ini atau apa”. Karena banyak orang yang pertama kali datang ke sebuah kota seperti ini, pasti bingung dong dimana saya harus, panas, ramai, bahasa tidak bisa, tapi kalo kita punya turist information centre dengan orang mampu, dengan peta-peta jelas mungkin di sana sudah bisa beli karcis tau mungkin sudah ada sebuah bis untuk package untuk bawa mereka tour seperti itu, dan harus profesional. Pasti, pasti, karena kalau orang asing datang, dan dihadapi oleh sebuah turist information agent tetapi dia sendiri tidak nyaman karena harus hadapi orang asing dan seperti itu. Dan saya sampai sekarang sampai heran kalau saya ke toko mana saja di mall, saya masuk ke toko, reaksi pertama dari petugas-petugas di toko, sales person, selalu pertama kaget-kaget, ragu, takut, lalu saya pikir kenapa? Hanya karena mereka lihat orang asing, apa yang beda?
- P : Orang asing juga manusia ya?
- N : Kita semua sama, itu yang saya telah belajar dari hidup di sekitar seluruh dunia, dari mengunjungi banyak negara-negara. Berdasarkan manusia semua sama, ya mungkin kulit beda, penampilan beda, tapi dalamnya sama.
- P : Kita nafas dengan udara yang sama.
- N : Ya itu, tapi kalau kita tidak mensosialisasikan pada masyarakat, berarti reaksi itu akan tetep ada terus. Dan kalau seorang masuk ke sebuah toko karena mereka mau butuh sesuatu, tapi kalau ada reaksi seperti itu, saya selalu pikir kok kalau seperti itu mendingan saya ke toko lain saja, kan tidak profesional, apa lagi sering orang di toko itu mungkin tidak sadar orang asing ada yang bisa bicara Indonesia, aau tidak paham Indonesia, tapi sering mereka mulai omong antara mereka tentang tamu yang asing dengan kata-kata yang mungkin tidak begitu sopan, itu yang saya pikir “kok seperti itu sih, kenapa” nah, itu ada sesuatu yang mungkin dari sisi pendidikan. Kalau kita mau terima tamu dengan alasan kita mau terima tamu, karena pengen mereka suka kota kita, budaya kita, atau apa saja alasan, kita harus terima mereka dengan perasaan nyata, bukan hanya pikir kalau ada turis nanti ada duit, karena itu

orang pasti akan merasa berarti sensere or not sensere. Berarti bukan hanya nanti ada orang datang dan nanti yang satu fenomena di sini, misalnya yang sangat tidak bagus untuk tarif wisata adalah harga londo. Kalau you betul-betul mau tarif wisata, misalnya Borobudur ada 2 harga, harga lokal dan harga londo. Masa sih? Ya orang liat itu, “kok, thank you, terimakasih”

P : Ada pembeda ya?

N : Ya jauh juga. Itu apa? Kenapa? Coba ada salah satu pejabat dari industri tourisme menjelaskan sama saya alasannya mengapa orang asing mau bayar lebih adalah saya mau dengar alasannya. Saya sudah tahu jawabannya karena orang asing punya banyak duit. Yaitu that is anti reklame. Coba kita balik situasi, kamu mau ke Eropa, you naik pesawat, you datang ke Eropa, lalu you datang ke sebuah museum yng terkenal, trus you datang ke loket karcis, 1 karcis 5 Euro, dan orang Indonesia 25 Euro.

P : It's not fair ya?

N : There you go. It's not, tidak usah bicara dengan duit, you can not do that, itu seperti menghinakan tamu, dan ini kita datang menurut saya ke salah satu kunci kenapa banyak hal di sini masih banyak bingung dengan yang mereka mungkin telah dengar tentang orang asing, dan kalau mereka betul-betul bertemu dengan orang asing, persepsi seperti apa? Saya sering bertemu dengan orang asing ee orang Indonesia atau mereka belum pernah dan habis beberapa menit mungkin bicara saya lihat mereka kok bingung, kok orang ini bodoh tapi bahasa Indonesia dan tidak marah atau apa, dan semua persepsi-persepsi orang Indonesia sering lihat tentang orang asing. Saya langsung lihat ke wajah mereka agak bingung, kok bisa, nah ini berarti apa yang kita pamer ke tamu itu sangat vital, seperti yang saya bilang, kalau ada orang datang tapi mereka rasa tidak dianggap serius, dan cuma dianggap sebagai sumber duit, itu akan mereka bawa pulang nanti, “ouh di Indonesia, ya nice country, tapi kok selalu gini, selalu ini, selalu gini,” Kok kita seperti di Borobudur mau jual atau itu, kita tidak harus seperti itu, dan tidak usah, terimakasih, tidak diatur dengan baik, rawan seperti itu, akhirnya kita bicara rasa diganggu dan korban daripada nikmat.

P : Sebenarnya ingin mencari keamanan tapi tidak mendapatkan itu ya?

N : Ya, seperti itu. Karena seharusnya apa lagi kalau orang asing di obyek wisata seperti di Borobudur harus bayar cukup mahal untuk masuk mereka juga harusnya dilindungi dari hal-hal seperti itu, orang mau kasih jual peta, atau orang mau kasih tur, atau mau jual suvenir atau apa tetapi dengan cara mereka sangat terganggu dan ada sedikit tidak baik.

P : And then about the accessibilities, maybe you get difficult to get the place Lawang Sewu or Sam Poo Kong, or it's so easy for accessibilities.

N : No, I don't think is so easy. Turis tidak tahu jalan dong di sini. Tidak pernah ke Kota Semarang, harus tanya dan saya sering dengar mereka dapat taxi, tetapi taxi yang tidak begtu resmi yang ajak mereka jalan-jalan jauh untuk dapat banyak duit. Kalau mereka berani naik becak juga dikasih harga dimahal terlalu miring, terlalu mahal. Berarti lagi, kalau orang datang dan akhirnya rasa seperti di rampok atau seperti itu, mereka akan pulang, dan this is ini namanya word of mouth ya, mereka pulang ke negara, orang bilang

“bagaimana ini di sana, seperti ini, seperti ini,” dan mereka akan sebutkan beberapa hal negatif yang akan buat beberapa teman mungkin berfikir “oo kalau begitu saya tidak mau ke sana.” Berarti mau menciptakan sesuatu untuk menarik turis ke sini, terutama harus ada infrastruktur yang mendukung, atau harus mulai dari 0, dan harus bisa menawarkan sesuatu yang betul-betul. Ada apa di sini? Museum? Museum apa? Tidak ada. You nanti ke Amsterdam, ke Paris, ke London museum bisa lihat seni dari seluruh dunia, kita punya museum dengan seni dan ada budaya dari Indonesia juga. Di sini? tidak ada. Saya heran ada banyak bangunan-bangunan, untung sekarang mereka mulai sadar, tapi di daerah di sini banyak rumah-rumah yang kuno dan peninggalan, waduhh (tutup muka) hancur, kasih bangunan baru, walaupun itu mau tidak mau secara Indonesia sama Belanda dulu kita tidak bisa hapus lagi. Karena itu telah terjadi dan walaupun ada sebagian dari sejarah itu tidak begitu bagus, tetapi juga ada banyak yang bisa kita anggap positif yang telah bantu, tapi kalau kita selalu akan lihat ke belakang dengan perasaan tidak enak, depan tidak juga akan ada perasaan. Ya mungkin itu karena turunan dari generasi ke generasi. Sifat orang ini, ya.

P : And about the Lawang Sewu’s facilities, you have a problem with the lawang Sewu’s facilities?

N : What facilities?

P : Maybe toilet.

N : Pasti. Pasti. Karena toilet-toilet standart seperti itu, mungkin ada, tidak ada cukup, dan mungkin model toilet yang kuno, yang yang mungkin saya sudah lama ke sana, berarti saya tidak bisa nilai sekarang, tapi setahu saya itu kebersihan itu mungkin salah satu masalah.

P : And then shop.

N : It’s no shop, no. Apa namanya, warung-warung. Berarti, tapi tidak ada organisasi itu yang masalah.

P : Tidak terstruktur?

N : Sama sekali tidak. Tanpa struktur tidak akan ada hasil apapun.

P : And then about the service, the service in Lawang Sewu, in the service in tourism destination?

N : I don’t know, what kind of service. Sekarang harus beli karcis, atau apa, seperti itu, karena saya sudah beberapa tahun tidak pernah ke situ, saya tidak bisa nilai.

P : Pelayanan terhadap turis baik pemandu wisata lokal.

N : Ya seperti saya bilang, pasti kalau ada orang asing di obyek wisata yang juga dipakai untuk orang lokal. Lagi, orang.. orang lokal, apalagi orang lokal yang ke Lawang Sewu pasti udah dari luar kota. Begitu ada orang asing, selalu itu orang asing jadi fokus. Kenapa? “Bule ya, Londo, hi hi hi” Walaupun tidak ada inti jelek, itu bisa buat orang asing rasa tidak nyaman, karena semua orang kok melihat saya, omong seperti itu (Menunjukkan berbisik) bisa membuat orang tidak nyaman. Kalau kita rasa tidak nyaman di salah satu tempat, maka kita juga akan cepat angkat kaki. Kalau kita jalan-jalan dimana saja, “halo mister, halo mister, halo mister.” Intinya baik, tepapi, lagi, coba membayangkan kamu wisata ke Eropa, Paris, London, atau kemana saja,

kamu jalan-jalan di sana, di jalan, tiap menit ada yang bilang “Halo indo, halo indo, halo indo.” Tidak masuk akal. Berarti...

P : Lagi-lagi tentang kenyamanan?

N : Selalu tentang kenyamanan, walaupun lagi, pasti intinya baik, tetapi akhirnya terlalu banyak itu bisa orang mikir kok... (Menunjukkan raut wajah tidak suka.)

P : And then, when you in Semarang, what is the positive experience do you get?

N : Like I said. I like Semarang because is kota tenang, rata-rata orang di Semarang cukup friendly, nice people in general I think. Biasa orang hidup di kota-kota itu hidupnya sedikit lebih sulit untuk menahan, karena ongkos lebih tinggi atau apa, berarti lebih kompetitif, dan itu buat orang lebih keras, tapi kalau menurut saya orang di Semarang tidak begitu. The people is very nice.

P : The people is very nice. And then, about the negative experience, what do you get in Semarang?

N : Negatif itu kita tidak bisa bilang cuma di salah satu tempat. Negatif datang dari sikap orang, cuma itu. Dan itu tidak hanya di Semarang, itu ada di Amsterdam, itu ada dimana saja di dunia.

P : Jadi semua sama ya, hal negatif mengenai sikap orang?

N : Ya itu, kita tidak bisa salahkan kota itu, atau salahkan bangsa, atau apa ndak. Itu manusia. Ada manusia yang baik dan ada manusia yang tidak baik. Dan negaifnya rumah saya telah dibobol itu negatif, tetapi rumah orang lain di luar negeri juga akan dibobol. Jadi itu tidak ada hubungannya dengan Semarang, atau orang Semarang, atau orang Indonesia. Positif positif, negatif negatif. Itu namanya manusia, itu kita harus menjaga sendiri, jadi pintar untuk baca ada orang dengan niat baik, atau orang dengan niat tidak baik.

P : And then talking about the food in Semarang, How the taste of food? Do you like the taste of Semarang?

N : Ok. I, I like. Saya punya eeee.... lidah gampang, saya bisa makan apa saja. Dapur Indonesia selain itu dapur di seluruh Asia sangat enak, karena variatif, cuma di daerah Semarang atau mungkin Jawa Tengah orang terlalu banyak suka manis. Jadi masakan di sini bagi lidah saya kadang-kadang terlalu manis. Kedua, yang saya heran, iklim tropis seperti ini tiap hari ada sesuatu Tuhan lewat alam kasih ke kita, buah, ikan, apa saja. Tapi kok orang sekarang suka cuma makan gorengan-gorengan dan minum dengan yang banyak gula-gula, kok bisa sih? Yang itu itu salah efek samping dari modernisasi kita bisa bilang. Itu akan muncul di generasi depan, muncul banyak penyakit, karena tidak sehat sama sekali, enak? Iya! Loh.. Kita bisa ke Mc. Donald dan selalu enak, kita bisa bau “uuh enak” tapi sudah tidak begitu bagus, gorengan-gorengan kita jual di samping jalan, “ouuuhhh” the minyak is not good, and then bahan is not good. Belum pesan ini es teh, saya selalu pesan gula dipisah atau sama sekali tidak gula. Kalau kita tidak bilang gitu, ada 1 gelas hampir separuh mereka kasih gula. Pasti. Kalau orang suka manis, manis itu, gula itu seperti percanduan, seperti obat bius, orang candu dengan gula, itu sangat jelas di makanan khas Jawa Tengah, manis. Terlalu manis.

P : Hanya manis ya? Bukan pedas?

- N : Pedas saya suka, pedas saya suka. Itu kalau itu, masakan itu apa namanya. Khas masakan Indonesia kebanyakan pedes, walaupun dari Padang atau darimana saja, Manado, selalu pasti ada sambel. Enak.
- P : What is your favourite?
- N : Pfffttt... ck ah. Sulit, tetapi hmm.. kalau saya harus pilih rendang, saya sangat suka rendang. Tapi soto, saya suka soto, nasi goreng, nasi. Tidak ada yang saya tidak suka dengan masakan. Hahaha. Enak.
- P : Do you like culinary?
- N : Ya. Wisata kuliner, hahahaha.
- P : Do you know about the traditional dance?
- N : Iya.
- P : Do you know about the traditional dance from Semarang?
- N : Ya. Karena saya pernah lihat beberapa bulan yang lalu di Ciputra. Ada lomba bawa kelompok-kelompok tari, di sana harus buat tarian mereka dan itu, lagi sesuatu saya, sesuatu saya takut.
- P : Takut?
- N : Nanti akan hilang, karena anak-anak muda sekarang mau.
- P : Hip hop dance?
- N : Ya hip hop dance, mau itu (memperagakan memegang HP)
- P : Gadget?
- N : Gadget, gadget, ngobrol, ngobrol, whatsapp, whatsapp ,dan berarti perhatian mereka mungkin sudah
- P : Bergeser.
- N : Bergeser, dan itu sayang karena budaya Indonesia begitu kaya, begitu bagus, tradisi-tradisi begitu istimewa. Itu harus disimpan dan itu bisa jadi sebagian dari karakter wisata sebuah kota, seperti di Semarang.
- P : Jadi itu sebenarnya bisa jadi daya tarik, kalau dikelola dengan baik?
- N : Iya, tapi nah ini kata kunci kelola, kelola itu tidak gampang dan pendapat di sini, kenapa ini, menurut saya struktur manajemen di Indonesia, masih seperti struktur jaman dulu. Berarti yang jadi kepala tidak musti selalu ahli dalam bidang itu, cuma karena dia orang penting. Kita bisa lihat misalnya, di struktur di bidang olahraga Indonesia, kenapa Indonesia dengan penduduk 250 juta orang, yang sebetulnya sangat suka main olahraga apapun, tidak bisa muncul di dunia selain kadang-kadang sedikit dengan bulutangkis, management. Kepentingan sendiri lebih penting, daripada membanggakan pariwisata negara. Saya lihat dimana saja, jam 4, jam 5, anak muda akan ke lapangan, main sepak bola, main bulu tangkis, main apa saja, olahraga. Dan lagi struktur, kalau tidak ada struktur nasional, itu bawa atlet-atlet kami ke tangan dunia tidak akan jadi. Contoh bagus Belanda, negara kecil sekali penduduk cuma berapa 16 juta, tapi kita sudah bisa hadir di final piala dunia 2 kali, berikut kita nomor 1 di sepatu es, apa saja kita, walaupun negara kecil, sangat tinggi di dunia olahraga internasional, kenapa? Mendukung dari pemerintah struktur, fasilitas. Fasilitas. Lihat ke Jatinegara itu , ouh jati jati, Jatingaleh apa yang ada stadium di situ itu. Lihat seperti apa. You tidak mungkin bisa tarik atlit atau internasional competion, kalau tidak ada fasilitas. Tidak mungkin.

P : Jatidiri ya maksudnya?

N : Ya Jatidiri. Untuk latihan yang lokal-lokal seperti itu mungkin bisa, tetapi juga sepertinya itu tidak cukup. Tapi yang kita harap, kita bisa buat turnamen internasional, harapan aja, kemarin ouh Indonesia mau punya Motto GP, tidak bisa. Karena organisasi Motto GP datang, dan mereka punya mutu dengan standart yang harus ada untuk mendukung itu, selain sirkuit yang hanya sudah ada dalam kondisi buruk, infrastruktur di sekitarnya sama sakali tidak akan mendukung untuk mendatangi organisasi seperti itu ke Indonesia. Tidak akan, tidak bisa dengan duit, atau apa saja, struktur, management, pengelolaan. Itu yang sekarang pegang bulutangkis itu sekarang dari Djarum, bukan dari pemerintah, kok bisa? Walaupun ada menteri khusus untuk olahraga dan semua itu, mereka malah mengapa itu, aku maaf tidak paham.

P : Seharusnya ada sinergi yang baik ya?

N : Ouh, tapi ini kalau kita sudah datang ke level itu untuk mendevelop sesuatu, orang di pemerintah tidak mau dengar, tidak mau dengar saran mungkin dari orang yang pengalaman, karena kepentingan sendiri lebih. Itu sayang, kalau menurut saya potensi untuk dunia olahraga dari Indonesia wah, luar biasa dan besar, pasti. Saya ikut lari sering ya, hash dan lomba-lomba lari dan selalu yang turunan ya sulit naik, naik turun gunung sampe gunung, sampe 20, sampe 30, sampe 100 kilo yang menang pasti orang Indonesia. Tapi di dunia internasional mereka tidak begitu, karena tidak ada dukungan.

P : Tidak ada dukungan ya? Tidak ada supporting.

N : Nothing. Nothing. Sayang. Itu seperti buang....

P : Sia-sia ya.

N : Ya. Very very, harus. Karena itu semua hanya bukan turisme, tapi kalau ada organisasi olahraga pasti kalau ada misalnya voli atau sepak bola atau apa, dan ada turnamen internasional. Orang akan datang, karena mereka peserta. Kalau peserta datang mereka juga bisa kenal juga dengan kota. Berarti semua itu.

P : Ada hubungannya.

N : Ada hubungannya. Tetapi sistem pemerintah di sini tidak akan mendukung itu, karena semua sibuk dengan kepentingan sendiri, laci harus penuh dulu baru. Hahahaha. Betul, maaf tapi itu kenyataan, berarti harus investasi dulu. You mau membangkitkan sesuatu, dalam kasus ini, you dengan kewisataan, you harus inves dulu, harus punya rencana, harus buat program. Seperti saya sekarang, dalam proses akan buka lapangan go cart, itu prosesnya akan 1,5 tahun dari rencana, dari persiapan, dari ketemu arsitek, buat bangunan, tidak bisa hanya seperti itu, struktur. Nanti kalau tidak pake struktur sia-sia, tidak akan sukses.

P : Kenapa mau bangun go cart?

N : Karena tidak ada kegiatan apapun di Semarang.

P : Jadi ingin memberikan variasi lain ya?

N : Itu. You mau kemana? Mall, mal mal. Lawang sewu 1 kali sudah cukup dong. You tidak akan tiap minggu ke Lawang Sewu atau Gereja Blenduk. Orang butuh aktivitas, kegiatan. Tidak ada di sini.

P : Indoor atau outdoor itu?

- N : Indoor. Namanya hybrite indoor, tetapi tidak gudang tertutup tetapi agak terbuka karena ada sirkulasi, nanti kita akan buka sedikit ke luar, karena terlalu panas, kalau orang tidak suka matahari, nanti kita akan kasih bawah atap.
- P : Kemudian kita akan berbicara mengenai pantai, talking about the beach.
- N : What beach? Tidak ada beach. Semarang tidak ada beach. Sayang sekali, sayang. Kalau Semarang ada pantai yang menarik, misalnya di Jepara ada beach Bandengan beach ada, Kartini, cuma ya untuk stadart internasional tidak cukup. Karena development di sana terlalu pecah-pecah, lagi, tidak ada rencana, ada orang datang kok saya buat hotel, saya buat berarti tidak ada kesatuan di situ, akses, kalau saya mau ke pantai, saya tidak mau naik mobil sampai saya bisa sampai ke pantai. Di Semarang tidak ada pantai, dimana.
- P : Tidak ada pantai, Pantai Marina?
- N : Ouh itu bukan. Pantai Marina itu bukan pantai.
- P : Apa itu?
- N : Itu cuma batas antara tanah dan air. Pantai itu ada pasir, seperti Parang Tritis atau apa itu namanya di Jogja itu, itu namanya pantai.
- P : Ada pasir putih.
- N : Iya ada, ada pohon, kelapa, tapi lagi, Parang Tritis untuk orang asing sama sekali tidak recommend. Kenapa? Tidak terawat, kotor, warung-warung, standart. Semua kalau you mau tarik wisata-wisata dari luar negeri, you harus menciptakan sesuatu yang buat mereka datang dengan alasan apa.
- P : Mungkin tidak di Semarang ada pantai?
- N : Pffttt... Dimana ada pantai yang seperti itu? Tidak ada kan?
- P : Kalau misalkan ada, mungkin tidak? Berandai-andai saja.
- N : Maksudnya mungkin apa?
- P : Mungkin ada pantai tidak di Semarang? Mungkin Marina dibenahi, dibuat, mungkin juga tidak bisa?
- N : Ah itu sesuatu yang kita harus lihat dari sisi, apa namanya, dari sisi bisa atau tidak dengan arsitek atau apa, karena harus, tetapi terlalu dekat pelabuhan mungkin juga ya, jadi saya tidak tahu itu ada hubungan dengan arus dari laut, kebersihan, atau kotoran air laut. Jangan lupa semua yang sampah-sampah yang sekarang dibuang kemana saja, itu akhirnya akan turun ke laut. Berarti kita ada di pantai, kita berenang dan tiba-tiba ada plastik di sini atau apa. Hahaha. Idenya orang asing punya pantai, kalau datang ke negara tropis seperti ini adalah pasir putih, pohon kelapa, cafe yang bagus, bukan warung, dan airnya yang bersih, akses gampang, bisa parkir dimana saja. Nah itu, di Marina itu apa? Kita tidak tahu. Sebagian pribadi, dan ada yang sebageian tidak pribadi, warung-warung sembarang aja. Lagi, tidak, kalau tidak diatur tidak akan berhasil. Itu, Marina itu kebanyakan pacar, saya lihat. Duduk, nongkrong, romantis, makan, sampah dibuang, kotor. Pasti.
- P : The people don't care about that.
- N : That's it! Dan kelihatan saat ini, dari, dari pemerintah juga tidak ada yang care tentang masalah sampah. Karena saya lihat itu meluas dimana saja. Sampai di lingkungan-lingkungan elit, sama. Parah itu. Parah. Pendidikan. Tapi, misalnya di depan rumah saya ada proyek bangunan rumah-rumah

untuk mes Pelni saya kira, berarti datang banyak buruh, karyawan, mereka datang siang sambil makan, minum es dari plastik, jadi, buang, tiba-tiba jalan yang saya, jalan depan rumah saya jadi kotor. Tapi kalau saya misalnya bilang sama orang “kok, ndak lebih enak kasih di sampah atau apa?” “aaaa eeee aaa wwww” (Nada orang mengomel) Seperti itu. Selalu, kalau di lalu lintas ada yang buat salah dan kita dapat diskusi sama orang, marah. Dan terutama mereka bilang “ini Indonesia” saya bilang “itu ada hubungan dengan negara atau dengan peraturan?” “tetapi saya orang Indonesia.” Berarti itu juga tidak akan bantu dan kalau mereka akan hadapi orang asing apalagi yang seperti saya yang sudah lama di sini dan sudah sebetulnya jadi separo orang Indonesia, tetapi waktu itu, tapi masih tidak bisa terima apapun, tapi nanti turis-turis akan merasa seperti apa. Ada beberapa titik sangat vital, untuk kalau kamu kemajuan kearan yang kamu sekarang mau belajar untuk kewisataan internasional, harus ada perubahan seperti sekarang mereka bilang revolusi mental, perubahan mental, jangan anggap atau lihat orang asing seperti musuh atau sesuatu, tetapi tamu. Kalau tidak terima tamu, tapi tidak gampang lihat aja seperti contoh tadi, cuma masalah sedikit sampah “lo mas kasih di situ dong” “oooowww weeee wooo” “it’s ok, it’s your country, not my country, I care, saya peduli” tapi seperti itu kenapa? Dia tidak ada pendidikan, tidak ada sosialiasi, egoisme, saya dulu saya sendiri dahulu seperti itu. Ya itu harus berubah.

P : When you in Indonesia, are you have back to your country?

N : Tiap tahun.

P : Every years you have back to your country?

N : Yeah every years. Business, business trip.

P : Oo for business, karena bisnis juga. When you back to your country, are you tell your family or your friends about Semarang?

N : Yes of course, they want to know, I reason for life there. what do you do. So I tell them, I tell them what I tell you now. The good things, the not so good things, with the risk.

P : Menceritakan mengenai semuanya ya, you talked about everything.

N : Yap, because it’s my life. Saya tidak akan bohong. Saya suka kenyataan.

P : Can i know, what is theirs response about your story?

N : Pfftt. Well. Dari semua cerita tidak selalu langsung bisa menggambarkan sesuatu kalau kita belum pernah sampai tempat itu dan saya selalu katakan you harus datang sendiri, mengalami sendiri, tapi itu masalahnya, kalau misalnya saya hidup di Bali dan saya mengundang teman atau keluarga, kalau mereka sudah datang dan mereka di rumah saya dan beristirahat beberapa hari, trus mereka bisa berjalan-jalan sendiri, karena di sana ada cukup pantai atau Ubud, atau Tanah Lot, mereka punya fokus-fokus mereka bisa jalan kemana saja. Tapi kalau saya mengundang orang di sini, saya akan bilang “ok, sekarang saya masih sibuk, saya harus kerja, kamu jalan-jalan sendiri aja” kemana?

P : Bingung.

N : Bingung, itu. Berarti kalau saya pernah, saya pernah itu... Ada tamu beberapa hari di sini, terus dari Belanda mereka sudah buat tour sendiri, mereka dapat

mobil dengan supir, kemana, ke Solo, atau kemana saja sampai.. Dan itu saya kira berhasil untuk mereka lumayan bagus, karena sudah di organisir dari luar negeri, dan itu menurut saya, kalau datang turis berarti itu ada guna lebih, dan bukan hanya fokus ke satu kota seperti Semarang, karena tidak ada cukup fasilitas untuk menangkap mereka di sini lebih lama daripada 3 atau 4 hari. Tetapi masuk Semarang dalam salah satu tur berarti bisa Jogja, Solo, Magelang atau apa.

P : Tinggal di Semarang, tetapi perginya ke luar kota?

N : Nggak, menurut saya bukan tinggal, mulai di Semarang, atau mulai di Jogja, atau mulai di Sola, Solo. Beberapa hari wisata di kota situ dan sekitarnya terus menuju ke kota lain, dan beberapa ahri di situ, m berarti kita bisa mengalami sedikit lebih dari cuma 1 kota, karena perjalanan lewat jalan-jalan di Jawa atau sebetulnya atau dimana di Indonesia, keindahan alam itu luar biasa. Nah infrastruktur. Infrastruktur jalan rusak, terlalu sempit, terlalu ramai berarti perjalanan akan sulit. Teman saya bilang “Waduh di mobil itu kita selalu takut karena lalu lintas di sini seperti ini”, mereka kaget. Karena mereka anggap itu rawan, bahaya. Tapi untuk cuma wisata di Semarang, atau di Solo, atau di Jogja, atau dimanapun tidak cukup untuk tahan orang lebih dari beberapa hari, tetapi buat tur di Jawa Tengah itu bisa. Lihat semua gunung-gunung di sekitarnya, kalau saya bangun pagi dan clear, saya lihat 7 gunung di depan saya, bagus sekali. Nah itu, menggunakan yang ada, dan jangan mencoba menciptakan yang tidak ada seperti di Semarang. Tapi banyak orang di negara Barat, suka seperti kita, hash, tracking atau apa. Mereka suka akan gunung, tapi harus ada fasilitas, mungkin kabin kecil untuk tidur, bukan seperti tahun kemarin saya naik Sindoro, terus di basecamp no 3 sebelum ke puncak, kotor bukan main, karena orang sampai sana pakai tenda, makan, minum, sampah ditinggal. Sayang, sayang, standard, standard itu sangat penting. Fasilitas kalau di luar kota Semarang, atau di sekitarnya ada cukup menarik, cukup, tapi harus kerja sama dengan kota lain, harus bergabung, harus punya organisasi, itu yang penting.

P : Where do you go, if you get out from Semarang? In Indonesia absolutely. Do you want a try in the..

N : Sebetulnya saya pengen, sebetulnya saya sudah pernah lihat banyak, tapi saya orang tidak suka yang ramai-ramai, saya suka yang tenang, yang sepi, yang alam, berarti misalnya sayaini baru pikir ingin ke Flores, Flores itu beautiful, beautiful island, saya sudah pernah. Sudah pernah ke Flores?

P : Belum.

N : Waduh. Bagus. Pelabuhan Bajo, terus ke Komodo, Komodo itu unique. Nah itu, kalau you mau bilang ada sesuatu fokus untuk kewisataan ya Komodo. Banyak orang ke sana, karena itu istimewa, ada binatang yang di seluruh dunia tidak ada, hanya ada di situ. Kalau untuk orang yang suka alam, Indonesia luar biasa, ada begitu banyak, cuma infrastruktur belum cukup untuk mendukung untuk perjalanan kemana saja. Berarti jadi, Bali terlalu penuh, dan infrastruktur tidak pernah kembang sama kedatangan jumlah turis-turis, kalau misalnya Natal atau Tahun Baru orang ke sana, gila, you tidak bisa kemana-mana, macet, macet, macet, macet berarti sudah tidak bisa

nikmat lagi. Tapi kita kalau pergi ke tempat-tempat yang sudah biasa buat kewisataan ada cukup, cukup.

P : What do you think Semarang is recommended to be a tourism destination or no?

N : No. Why no? Kalau menurut saya tidak. Sebagian dari satu rencana tourism, sebagai tour, seperti yang tadi sudah saya sebutkan. Tetapi you mau pameran, misalnya kalau ada pameran wisata di luar negeri, dan Kota Semarang kemudian bilang “tidak akan ambil tempat di pameran itu karena kita mau pameran Semarang” you akan pameran apa? Gereja Blenduk, sama Sam Poo Kong tok, sama Lawang Sewu, wes? Tidak cukup. Orang bukan akan mau cari, orang yang mau dari Eropa ke sini, mau sesuatu yang lebih istimewa atau seperti pantai, mereka butuh kombinasi, orang Eropa suka beberapa hari mungkin cuma santai di pantai, atau di kolam renang, di hotel, dan beberapa hari mereka pengen jalan-jalan lihat-lihat. Misalnya dalam antara kota, jalan pegunungan “wah panoramanya selalu bagus”, lihat sawah-sawah, seperti kita jalan-jalan lewat sawah kalau hash, bagus, berarti kalau obyek wisata hanya sebagai satu Kota Semarang, menurut saya jauh, jauh, belum cukup. Karena tidak didukung fasilitas.

P : When you back to your country, are you want back to Semarang or revisit again in Semarang for the next time?

N : Maksudnya apa?

P : Jika kamu sudah tidak di Semarang, dan seperti yang saya katakan, apakah anda ingin untuk suatu kali kembali ke Semarang?

N : Ouh pasti. Pasti, rata-rata untuk hidup, saaya bukan turis, itu beda, berarti untuk hidup saya anggap Kota Semarang cukup nyaman untuk hidup. Berarti ya, ini jangan lupa itu 20 tahun di satu kota, itu sebagian besar dari hidup seseorang berarti ya seperti ini, ini rumah saya, Semarang saya anggap seperti rumah saya, pasti saya ingin kembali, ada terutama keluarga saya di sini, terus ada teman-teman, berarti sudah apa namanya “kerasan”.

P : In your opinion, Semarang is so friendly for tourist or no?

N : Friendly ya, pasti. Tetapi friendly itu bukan cukup untuk tarik atau untuk tahan turis ke sini, friendly yes, tapi selain itu I don't see. Dan saya seorang bisnis juga ya, saya selalu lihat itu dari sisi bisnis, kalau kita mau tarik bisnis di sini dalam bidang tourism seperti apa, hotel ada, tapi hotel itu buat tidur, ya kan? Tapi selain itu sulit, sulit. Berarti harus lagi, ada rencana, persiapan, komite, struktur, implementasi seperti itu.

P : Harus ada kesiapan ya?

N : Yah.

P : And then when we compared with the other cities, Which will be better, when used as a tourism attraction? Misalkan kita dengan kota-kota lain kita bandingkan, kota mana yang menurut anda paling cocok?

N : Ya yang yang yang yang , kota yang punya fasilitas yang bisa tarik turis.

P : Bisa sebut satu mungkin?

N : Ya menurut saya jelas itu banyak orang suka pergi ke Jogja. Pasti Jogja, di luar negeri juga lebih terkenal daripada misalnya Semarang, karena itu ada beberapa hal yang menarik yang orang bisa lihat. Ada satu griya khusus turis-

turis itu di Malioboro sudah terkenal, terus kalau naik monil sebentar setengah sedikit lebih mungkin kita bisa ke pantai, terus ada budaya-budaya mungkin dari batik atau apa, terus ada Keraton ada Kerajaan, berarti itu ada cukup hal-hal yang orang bisa anggap “wow menarik untuk dilihat”. Di sini belum ada.

P : And then about the price of daily life in Semarang, is cheaper or same with the other city?

N : Saya sulit banding, karena saya tidak pernah hidup di kota-kota lain. Tetapi kalau saya lihat rata-rata sekarang, kalau saya banding harga-harga misalnya di supermarket atau apa, sekarang semua jadi gila mahal, sangat mahal sekarang. Hampir sampai, kalau saya pulang ke luar negeri, dan saya banding harga-harga dengan supermarket di sana atau di sini, tidak ada banyak beda, walaupun standar itu di sini GDP yaitu masih jauh di bawah Eropa.

P : Tetapi harganya sama.

N : Bukan main, lihat saja ini, sekarang satu minuman 30 35 itu tidak murah, itu sama dengan kalau saya di Eropa, mungkin lebih mahal di sini daripada di Eropa, itu tambah tidak bagus, karena bedanya antara orang punya dengan orang tidak punya lihat ke UKM, UMK ya gaji pokok, misalnya kalau kita lihat, kota seperti di Jepara, di mebelan-mebelan, orang yang kerja amplas atau apa seperti itu paling dapat berapa satu hari? 40? 45? Berarti mereka harus kerja satu hari full untuk bisa beli.

P : Bisa beli kopi.

N : Bisa beli kopi. Itu tidak klop, itu tidak bagus, itu bisa buat orang khawatir masa depan apakah ada. Angka.. ee..

P : Kesenjangan.

N : Kesenjangan antara orang punya dengan orang tidak punya terlalu jauh, kalau saya di, kalau karyawan saya tiap bulan selalu pasti kasih paket bahan pokok extra buat mereka, nasi, minyak, mi apa saja. Karena tidak gampang untuk orang-orang itu.

P : Ok. And then the last question.

N : Ya.

P : When you before go to Semarang, sebelum ke Semarang, saat sudah di Semarang, dan pada saat nanti akan meninggalkan Semarang, apakah ada rasa senang, enjoy berada di Semarang?

N : Ya. Saya sampai sekarang telah enjoy berada di Semarang, walaupun lagi saya lihat perubahan, dari dulu jadi lebih ramai, lalu lintas padat atau apa, tetapi perkembangan ada, perkembangan dan kemajuan itu kebanyakan positif, dan ya. Pasti kalau saya misalnya alasan apa tinggal Semarang dan pindah ke tempat lain, tetap saya akan selalu ingat dan kadang-kadang kangen dengan Semarang, karena sebagian besar dari hidup saya, katakanlah 30% dari umur hidup saya telah hidup di Semarang, berarti itu ada impact hidup saya, saaya telah belajar, terutama bahasa baru, saya bisa bahasa Indonesia cukup.

P : Lancar.

N : Ya. Itu untung dong, kita bisa komunikasi, komunikasi itu yang paling penting, lagi, balik kalau you mau ada turis, harus bisa komunikasi, karena

turis pasti ada pertanyaan “dimana ini, bagaimana saya bisa itu”, dan kalau ada orang cuma “apa sih, apa sih”, tidak akan bantu, berarti harus ada tourism centre mungkin, dengan orang yang bisa beberapa bahasa mungkin, membantu.

P : Thank you very much for your time.

N : Your welcome, my pleasure, my pleasure.



Interview 6

Transcript Interview with Charol

Expatriate from Belgium

Place: Semarang Utara

Time: Saturday, 20th February 2016, 06.00 p.m – 07.00 p.m

P : Can you Introduce yourself sir?

N : Oke, I'm Charol, I'm 31 years old.

P : Where are you come from?

N : I'm from Belgium.

P : Do you live in Samarang with your family?

N : Yes of course, with my wife and 2 sons.

P : Sorry before, I must ask the question. Your wife is Indonesian?

N : No. My wife from Belgium too. My sons all of born in Belgium.

P : Thanks for your information.

N : Yes of course, I must give you my information like you want. Hahahaha.

P : Ok. Do you work in Semarang Sir?

N : Yes, I'm working.

P : Can I know a little, what kind of work do you do?

N : Hmmm... Yeah... Im working on eksport import sector.

P : How long have you stayed in Semarang?

N : I stayed here since July 2014.

P : Before Semarang, which city did you live in?

N : I'm live in Semarang and Jogja.

P : Why do you choose to stay in Semarang? Instead of staying in another city like Jakarta maybe?

N : Before live in Semarang, I was live in Jogja. And then my friends told me that Semarang is cheaper than Jogja. So I move from Jogja and come to Semarang.

P : How long did you stay in that other city Sir?

N : About 4 years I live in Jogja.

P : Can I know, why did you move?

N : Yeah because Semarang is cheaper than Jogja, so I move from Jogja to Semarang. And now I'm enjoy live in Semarang.

P : I'm happy to hear that, you enjoy in Semarang.

N : Yeah of course, because I live in here since 2014, I was adapted with this situation and condition here in Semarang. Now Semarang like my home, I'm enjoy in Semarang.

P : Ok, and then. Among the other cities you visited, which one do you prefer the most to live in?

N : I think Semarang. Semarang is cheap, is save, is quite... Yeah Im enjoy live in Semarang like I said before, I was live here since July 2014, Semarang is like my home, I'm enjoy in Semarang.

P : Besides Indonesia, which country that did you visit?

N : So many Sir. So many..

P : Yeah no problem, explain to me.

N : OK. I was in Italy, France, and then Malaysia, Singapore... eeee.... Holland and Turkey.

P : Ok, so many yeah. I think you like exploring?

N : Hahaha. Yes I think so.

P : Where will you go, if you get out from Semarang?

N : What?

P : I say if, if you are not live in Semarang again.

N : Ouh... I don't know. I think, I will back to my country, and bring my family back to Belgium.

P : So what is your purpose choosing to stay in Semarang?

N : For my business of course. I have a problem with my business before, so I move in Semarang until now.

P : You have a problem before, can I know what is your problem before?

N : Because cost of salary in Jogja is so high for my business, so then my friend give me a recommendation to move in Semarang.

P : So it's your reason like you said, Semarang cheaper than Jogja?

N : Yes.

P : When you haven't moved to Indonesia, what did you know about Semarang?

N : Before in Indonesia, I don't know about Semarang. I just know about Jakarta, Bali and Jogja. But, after I was live in Jogja, I know Semarang, then Solo, Jepara, and Karimun Jawa.

P : So you don't know about Semarang, but after live in Indonesia, live in Jogja, you know about Semarang?

N : Yes Sir.

P : So, what information about Semarang did you got when you live in Jogja before?

N : Yeah I know Semarang is cheaper, Semarang like an old city, yeah something like that.

P : Old city?

N : Yeah because Semarang for me like a sleeping town, if you go out at night you haven't get anything. Active in the morning until dinner time, after that the city is sleeping time.

P : Hahaha. Sleeping time. Where did you get information about Semarang?

N : From my friend and when I go to Semarang in the past time.

P : And then, do you know that Semarang city is Kota Banjir?

N : Yeah I know, if rainy season, flood is coming to town.

P : Not always I think. Hahahaha

N : Yeah not always, if rain drop everyday.

P : That's right. So in your opinion, what is Semarang known for?

N : Sorry I don't understand.

P : City branding for Semarang, maybe Semarang is the Industrial city or the Old city or the tourism destination?

N : I think Industrial city.

P : Industrial city? Not a tourism destination?

N : No. I think is more like Industrial city.

P : Can I know why you said Industrial city?

N : You know because my reason move here to Semarang for business, and I look that Semarang have so many factory, like in Gatot Subroto or BSB I think. And I looking for that, not for tourism.

P : You looking for business yeah before?

N : Yes.

P : When you moved out from your country for the first time, were you nervous? Scary or etc?

N : Hahahaha No no no... I really enjoy with my trip. I started my traveling since I was a student on high school. I'm enjoy, and I haven't nervous, and I'm not scary, I'm enjoy with my trip. Well, maybe you are. You know, What..so..hmm... so. You prepare for everything, you not really scare, because you prepare yourself.

P : Ok, about the preparation. Before living in Semarang, what do you know about the tourism destination in Semarang?

N : Nothing... No I don't know about the tourism destination in Semarang.

P : No?

N : Yeah tourism in Semarang not really attractive.

P : Why?

N : Well, everybody knows that it's not really nice for tourist, because it's very hot in Semarang than Jogja, and Jogja have so many object tourism than Semarang. Semarang I think just have Thousand Door, the Old City, Chinese Temple, just it, no more. And how tourist can enjoy with that? So I said that it's not really attractive tourism destination in Semarang.

P : And how did you know about it?

N : I saw it, I felt it when I go to Semarang in the past time.

P : Which Semarang's tourism destination have you visited?

N : Pffttt... I really forget with these name. I was in Thousand Doors, then Chinese Temple, then Old City, ouh yeah... Chruch in there I have visited.

P : Thousand Doors is Lawang Sewu in Indonesian language. So, do you know about Lawang Sewu?

N : Thousand doors?

P : Yes Thousand Doors. Can you tell me about Lawang Sewu or a Thousand Doors?

N : Thousand Doors, I was impressed by the structure. It is a great building, erected by the Dutch during colonial rule. It is well build and was under renovation during my visit. Hmmm... It now houses a museum related to the railways. Copies of the original building plans were also on display.

P : In your opinion, Lawang Sewu have good attraction?

N : Sure... great building, nice architecture.

P : In your opinion, can Lawang Sewu be a tourism destination?

N : Of course. Thousand Doors can be a tourism destination if it have a good management.

P : It if have a good management yeah?

N : Yes.

P : And then, what do you know about Chinese Temple, and in Indonesian name is Klenteng Sam Poo Kong, and you can call with Sam Poo Kong?

N : Sam Poo Kong Temple, I think is the oldest chinese temple in Semarang. Have a Buddhist statue in there and they called with Cheng Ha or something. It have a very strong sense of religious and absolutely about the Chinese culture yeah. With the dragon ornament, and red colours in everywhere. Yeah I think is nice, not bad at all.

P : You enjoy with this?

N : Yup, I'm enjoy in there.

P : So in your opinion, the tourist attractions in Semarang is dominated with historic building?

N : Yes of course, so many historic building I think in Semarang, like Thousand Doors, Chinese Temple, andthen the Old City with the big church in there....

P : Gereja Blenduk maybe?

N : I don't know the exact name of building, but it is a church in Old City complex, so big, I forgot with this name, pppffftt...

P : No problem, I want help you. Hahahaha. The church is Gereja Blenduk, it is one of the oldest church in Semarang.

N : Ge..re..ja what?

P : Gereja Blenduk.

N : Blen..duk..?

P : Yeah Gereja Blenduk in Java language, in Indonesian language.

N : Ok, thank you for your information.

P : Yeah your welcome. Then we will talk about the accessibilities.

N : Sure.

P : For the example when you go to Lawang Sewu, do you have any difficulties getting to that place?

N : I don't really have any problem with this.

P : Really?

N : Yes.

P : Maybe not enough signs, or maybe you have a problem with traffic jam, or inexistence in google maps or maping applications.

N : Traffic jam of course, not only in Semarang, I think in Indonesia had traffic jam. In big case in Europe have a problem with traffic jam, not only in Europe, I believe that in every countries have a problem with traffic jam too. So don't worry about traffic jam. Hahahaha. So with the accessibilities I say hmmm that I don't have a problem.

P : Ok, nice. Then about the facilities.

N : Yeah.

P : So how about the Lawang Sewu's facilities? Do you have a problem with Lawang Sewu's facilities?

N : Sorry, what do you mean?

P : Yeah it's about the toilet and public space on object destination.

N : Toilet... Pppffttt... Ouhh.. Smell is not good. Really, I don't like it.

P : Ok, I'm sorry to hear that. You don't enjoy with lawang Sewu's facilities?

N : Be honest, I say no. Because Lawang Sewu don't have facility and toilet in bad condition. So I can't enjoy with this? Hahahaha.

P : No facilities and toilet in bad condition?

N : Yeah.

P : Next question about service. What do you think about the service in tourism destinations, such as Lawang Sewu or Sam Poo Kong?

N : Sorry.. What service do you mean?

P : About the tour guide or about the employee who selling a ticket for tourist.

N : No problem. I'm enjoy with their services.

P : Are you enjoy?

N : Yeah, why not? Because they were so usefull, they can explain much to me everything about Lawang Sewu.

P : They told you in Indonesia or English langauge?

N : They speak in Indonesia, but I know what they mean. Maybe language can be a problem if tourist can not speak in Indonesia right?

P : Yeah I think yes Sir.

N : The best tour guide are who they can speak in english, so they can explain about the tourism destination for foreigner tourist with english, it can be easy for tourist to know about history of the place that they are visiting.

P : While, the english language is very important maybe yeah?

N : Sure.

P : Because tourist can't speak in Indonesia, so english language so very important for tourist yeah?

N : Indeed.

P : While you're in Semarang, what positive experiences did you get?

N : The positive experience?

P : Yes Sir.

N : Yeah I have so many friends in here. I have a good neighbors who they already to help me and my family, when we have a problem and we need something to help. Hahahaha. You know.

P : While you're in Semarang, what negative experiences did you get?

N : Yeah I get the polution in Semarang, no healthy food.

P : Polution?

N : Yeah polution in Indonesia is quite high. Here in Semarang, if we see the bus, the polution from bus so very dark. It is not good, you know in Europe we have a machine who can controll the carbon, the polution in the air. It's different with Indonesia and absolutely in Semarang. I think that Semarang don't have the machine, so many bus, and the oldest bus can be operate in the city.

P : So in your opinion, Semarang don't have the machine yeah. So the bus with very dark polution, can go everywhere in the city yeah.

N : Yes.

P : Yeah I'm agree with you that polution have a big risk for our body. And then how about no healthy food like you said before?

N : Yeah I think you know what I mean. The healthy food like full of vitamin and mineral that is good for our body. The fresh vegetables, fresh fruits, fresh meat, fresh chicken, and fresh bread absolutely. It so very important for me about food.

P : So it so very important about the fresh food yeah?

N : Yes.

P : Ok, can you get your food in Semarang? I mean that, you can get your fresh vegetables, fruits, meat, fish, and bread in Semarang?

N : Just fresh bread I can't find in Semarang. I believe that fresh vegetables and fruits or meat and fish, I believe that in traditional market or supermarket we can get it. It's not very difficult to find it now.

P : So the problem is you can't find where is the fresh bread like you want yeah?

N : Yes.

P : Moving onto the food subject.

N : Yeah please.

P : Do you like to do culinary?

N : I'm not that much of food hunter. But I like to try something new. Like Indonesian food, I want to try.

P : You want a try the something new food, can I know how is the taste of food?

N : Hmm... The taste so yummy. Taste of Asian specially taste of Indonesian.

P : So very yummy yeah?

N : Yes.

P : What is your favourite food?

N : Hmm.. Is so difficult to answer. Hahahaha. I must choose one of so many yummy food. Hahahaha.

P : Maybe the question is so very difficult for you?

N : Yes. Hmm.. I think I like the special one fried rice.

P : Nasi goreng?

N : That's right. Nasi goreng, ouhhh it's so very nice.

P : And then how about the traditional dance, Javanese dance from Semarang?

N : And what about it?

P : Do you like it? Do you enjoy watching it?

N : Semarang's dance same with Jogja and Solo dance?

P : Ouh not same. Different song, different tempo of dance.

N : Ouh if it different, so I never see the Semarang's dance. What's it?

P : Yeah the traditional dance from Semarang not familiar like Jogja or Solo. And the dance of Semarang maybe is not performance at public area, like a mall or something like that. But if you want to see it, you must go to the place at Taman Budaya Raden Saleh. Do you know about Taman Budaya Raden Saleh?

N : Never hear of it.

P : Ouh never hear. It is the building of traditional art in Semarang, you want a see art in Semarang, everything art from Semarang so you must go there.

N : Ouh I don't know. Where is it?

P : Do you know Wonderia?

N : Yeah I know, the theme park in Semarang right?

P : Yeah that's right. Taman Budaya Raden Saleh is besides Wonderia. You can found the traditional things from Semarang in there, in Taman Budaya Raden Saleh.

N : Yeah, if someone, like you don't give me an information like that, so I never know about it. Hahaha.

P : Ok, you must try to go there and see what is the traditional dance from Semarang.

N : Sure I will.

P : So how about Semarang's beach?

N : Yeah I just know that Semarang have a beach, but I never go there.

P : Ok, why you never go there?

N : It's simple. Because it is not a beach.

P : Really?

N : Yeah really. I'm not joke. Hahahaha.

P : Ouh I'm so sad to hear that.

N : If it was a beach, so in there have so many white sands, have a clean water, have a nice water sport or something like that. But I never hear that Semarang have it.

P : You know Marina beach?

N : Yeah I know Marina, but it is not a beach, it is a sea.

P : Ouh ok Sir no problem. Next, while you live in Indonesia, have you gone back to your country?

N : Yes I do.

P : How many times?

N : 2 times in 1 year. In Eid holiday, and christmas and new year holiday.

P : When you go back to your country, will you tell your family or your friends about Semarang?

N : No.

P : Why no? Do you think that Semarang is not recommended for them to visit? Or do Semarang have so many bad side so you don't tell them?

N : Ouh not extreme like that Sir. Because I think they are don't know about Semarang.

P : Ouhhh I'm surprise, they are don't know about Semarang?

N : Because Asia and then Moslem, it's so difficult to tell us.

P : Why?

N : Yeah you must know that it's so hard to explain.

P : Ouh it's ok, no problem if you can't explain to me. When you go back to your country, do you want to go back to Semarang or revisit Semarang again for the next time?

N : Yeah I want a go back.

P : Why you want go back again in Semarang?

N : Yeah because my business is in here, I have many friends in here. So I must go back.

P : In your opinion, is Semarang friendly for tourist or no?

N : Yes, Semarang is friendly for tourists.

P : Why you say fiendly?

N : Because the people are so very friendly, smile everytimes, have a good attitude, friendly.

P : And then in your opinion, is Semarang recommended to be a tourism destination or no?

N : No... No..

- P : Why no?
- N : It's not too much for tourism. I mean that, if you have a tourist, where they must go to spend their holiday? Just in Thousand Doors for 3 days? Or in Chinese Temple? Or in the Old City? I don't think so. Need more an interesting place to spend their holiday in Semarang, not for 1 or 3 days in Semarang.
- And you know what? I believe that every tourist, specially foreigner tourist always search a nice beach to spend their holiday. And Semarang I don't think have it. So tourist not enjoy spend their holiday in here. But for live here like me, I think we are enjoy.
- P : Have a different treatment for live and holiday?
- N : Yeah I think yes. Because if you live in here, live in Semarang, you can enjoy with this situation, that Semarang is so quite, Semarang is very save for live. But if you spend your holiday in Semarang, so you must be confuse. Because you always think "where we go after this" and the answer is you always go to the other city like Jogja or Solo. In there you can go to Keraton, go to Borobudur, shopping in Malioboro. Jogja haven't a nice beach, but Jogja have so many tourism object if we compare with Semarang.
- P : Yeah, Jogja have so many object tourism for tourist yeah?
- N : Yes.
- P : And Semarang have not anything, have not everything, just have Lawang Sewu, Thousand Doors, Chinese Temple, like that.
- N : Indeed.
- P : And then, when we compare to the other cities, which city will be better as a tourism attraction?
- N : Eeee.. Some people wanna says Bali is so nice. You know, Bali I think, Bali is nice, Australian people where he long really live in Bali, so that is nice. So if you compare Bali to Semarang, you see and Semarang is worse than Bali right?
- P : Ouh oke, because we compare it with Bali right. Hahahaha.
- N : Yeah, Bali is quite nice for holiday, Bali nice for tourist, for local tourist or foreigner tourists. Bali have all of what tourist want.
- P : Bali have a everything.
- N : Yes.
- P : Bali have a what is the tourist need in Bali yeah.
- N : Yes.
- P : Ok, next, how about living cost in Semarang Sir? Is it cheaper or maybe same with the others?
- N : Semarang when compare to Bali, Semarang is cheaper than Bali. Semarang with Jakarta, Semarang also is cheaper than Jakarta. Compare with Jogja, Jogja is cheaper than Semarang. Semarang with Solo I think is quite same.
- P : So Jogja cheaper then Semarang yeah.
- N : Yes.
- P : And the last. Before you go to Semarang, during you trip in Semarang, and after the trip to Semarang, is there a sense of excitement?

N : Yes of course. I Have a sense of excitement, I choose Semarang, so I'm enjoy, I'm happy, and I really love Semarang.

P : You enjoy in Semarang yeah.

N : Indeed I am.

P : Oke, then I want to conclude our interview. You stay in Semarang, you work in Semarang, and you move from Jogja to Semarang becuase of your business.

N : Yes it is.

P : First coming in Indonesia you don't know about Semarang, but after you in Jogja you know about Semarang and move to Semarang. Semarang have a tourism destination, have a historic destination, but Semarang don't have a beach.

N : Yeah in my opinion it's like that.

P : In your opinion again, Semarang friendly for tourist, Semarang not recommend for holiday, but Semarang nice for live.

N : Yes it is.

P : But you enjoy in Semarang, before you coming, when you come in Semarang, and you want a go back to Semarang again.

N : Yes.

P : Oke. I know the point. Thank you very much sir for your time. I'm happy can talking with you, can interviewing you.

N : Sure anytime.

P : Can I take a picture with you Sir for my documentation?

N : Yeah sure, no problem.

P : Thank you very much Sir.

N : Your welcome.

Interview 7

Transcript Interview with Dora

Expatriate from Hungary

Place: Restaurant on Citraland Mall

Time: Monday, 22th February 2016, 11.00 a.m – 12.30 p.m

P : Can you introduce yourself?

N : My name Dora, a 22 year-old

P : Where do you come from?

N : I am from Hungary.

P : Do you live in Semarang with your family?

N : I live alone.

P : Do you working in Semarang?

N : Yeah..

P : Can I know a little, what kind of work do you do?

N : I am working at school. I am teaching my students for practice an english language.

P : How long have you stayed in Semarang?

N : I arrived in August 2014.

P : 1 year you in Semarang.

N : No 1 year. Exactly 1 year, 6 month in here.

P : Before stay in Semarang, Where you stayed before in another city?

N : I am not stayed in another city, just in Semarang. I was living in Budapest, Hungary, and then I move in Semarang.

P : Why do you choose to stay in Semarang? Not stay in another city like Jakarta maybe?

N : I am here with my association. I applied to teach somewhere in Indonesia, and I want in Java, and I was sent to teach in Semarang.

P : Why do you want to choose in Indonesia and then you choose in Java island?

N : Ouh yeah, it's a good question. I choose in Indonesia, because Indonesia is beautiful, Indonesia is wonderful. So I think if I choose Indonesia, I can make my holiday in Indonesia. Hahahaha. And why Java? Because Java so many culture and I can study about the culture in Java.

P : And then how long you stay in another city?

N : I am not sure if I understand this question correctly, so here is a broad answer. In Budapest I lived for almost for years. In Indonesia I spent a month in Denpasar for holiday.

P : Can I know, why did you move?

N : Yeah I move from Hungary for work, like I said before. And I move from Denpasar because my holiday was end, and I must back to my rutinity in Semarang again.

P : Oke andthen. From the other city that you have visited, where are you enjoy to stay?

N : I really loved staying in Denpasar.

P : Why Denpasar?

N : Yeah because Bali was beautiful and it was easier for me to get around. So I prefer and enjoy in Bali, but my work in Semarang.

P : Bali is famous, Bali have an interesting place, Bali have a great beach, it's the reason why tourist go there every year.

N : Yeah one more, Bali is freedom, that it is no in another city in Indonesia. We can sun bathing in the beach, and we can go to the bar, have a nice hotel, so it's the reason why tourist are enjoy in Bali.

P : Besides in Indonesia, which country that did you visit?

N : Ouh so many.... do you want to know?

P : Yeah please.. Hahaha.

N : I was visited in Serbia, Croatia, and then Austria, Romania, Greece, (eee...) visited Germany, Spain, Ireland, and then... and then.. Northern Ireland, England, Turkey.

P : Wow so many, and I never go to the place. Hahahaha. I think you like exploring?

N : Yes. Absolutely. I love traveling.

P : Where do you go, if you get out from Semarang?

N : Yeah I think, I will move back to Budapest, Hungary. Hahaha. Or maybe go to the new world. Like I said before that I love traveling. But, now I just have an idea back to Hungary again. Pulang kampung right? Hahahaha.

P : So what is your purpose to choosing to stay in Semarang?

N : Yeah I want to teach Indonesian people, for practice an english language. I think you want ask me, why I want teach them? Hahaha.

P : Hahaha. You know what I want.

N : Ok. I want share to you. My background in Hungary is a teacher too, besides I looked that Indonesia is potential for tourism, because Indonesia is beautiful, have a tropic, have a nice beach in Bali, have a many destination in Indonesia. But, I'm so sad, because many Indonesian people can not speak in English fluently. Indonesia have many tourist and they are talking in English language. So, it's my reason why I want teach them. I hope that Indonesian people can service the tourist very well.

P : Ouh it's so good sound. I'm happy to hear that. Ok, and then when you are not Indonesian people do you know about Semarang?

N : Sorry, I don't know what you mean.

P : Ouh ok. When you are not in Indonesia, what do you know about Semarang? Semarang not Indonesia yeah.

N : Ouh yeaahh... Before moving here I was searching for information. I was searching in online, google and wikipedia. Yeah.. But... I didn't find a lot. Just a simple information, like a potition geography and history. Just like that, no kind of food, no more information about schools. Yeah like I said, just a simple information.

P : Ouh no more information. You say just a simple information. And you want a deep information, you want more information about Semarang.

N : Yeah exactly. I need information about transportation, about food, about schools. Information that it's connect with my job in Semarang.

P : And then, do you know that Semarang city is Kota Banjir?

N : No, I did not know that.

P : Until now you don't know that Semarang is Kota Banjir?

N : Right now I still don't know.

P : Really?

N : Yeah it's true.

P : So in your opinion, what is the brand for Semarang City?

N : It's so hard for me to explain. Whats brand? No brand I think.

P : No brand?

N : Yeah no brand. Because there are no branding in here.

P : Like an Industrial city? Or Tourism city? Or Old city?

N : No I think. Not an Industrial city, and not a Tourism city. Because I didn't find something special from Semarang. So I don't know what can I give brand for Semarang.

P : Ouh it's ok if you don't have a city branding for Semarang. Next, when you go out from your country for the first time, do you have a nervous feeling?

N : When... When I first left my country I was a baby and I went with my family, so I was not scared. Hahahaha. Baby is not understand what they are doing. But the first time I traveled alone I was 16, and of course I was excited but I wasn't nervous.

P : Can I know, why you are excited?

N : I am not nervous because I know it is not hard to get around places if you are careful and can speak English. If you careful so everything look easy, and if you can speak English, if you need someone for help you, so you can get the help easy. And I think, I like to know something new, I can see the new world, I can meet with the new people from each country, I can know what is their culture, I can taste the new food, yeah I like to try the something new.

P : Ok, I can see the keywords why you are not scare, because you careful, can speaking in English, and you want try something new. Right?

N : Yeah it's right. You must try go to another country, and you can get the taste, why I'm enjoy living there. Hahaha.

P : Yeah I want try in the next time. Go to the next question yeah.

N : Yes please.

P : Ok. Before live in Semarang, What do you know about the tourism destination in Semarang city?

N : Nothing. Nothing. Nothing.

P : Ouh nothing? So sad I heard.

N : Yeah I can't get more information. I just know Lawang Sewu, and Klenteng Sam Poo Kong.

P : Ok, where you get the information?

N : I only knew things from the internet, but there wasn't a lot of information online.

P : From internet just Lawang Sewu and Klenteng Sam Poo Kong yeah?

N : Yes, it's true.

P : And then where is the Semarang's tourism destination that you have visited?

- N : I was visited Lawang Sewu, and then I was visited Klenteng Sam Poo Kong, then.... Kota Lama I think, and Simpang Lima on Sunday because car free day yeah?
- P : Yeah, Simpang Lima in Sunday is for doing an exercise, meet the other community, do you enjoy?
- N : Yeah so so I think. I'm not enjoy but I'm enjoy.
- P : Why?
- N : Because it so very crowded, in here exercise, in there exercise... (Sambil menunjukkan gerakan senam) wooo it's so crowded. Besides, in here food, my left food, my right food, there was so many food on the straight. So I think it's for culinary or for exercise? Hahahaha.
- P : In here senam, in there senam, in here food, and in there food too. I can say disorganized?
- N : That's right. Disorganized. If Simpang Lima have a good organized, I believe that can make many people enjoy goes to Simpang Lima for car free day.
- P : Back again to my question, so, do you know about Lawang Sewu?
- N : Yes. I know, because I was visited there for the first time, and now I never go Lawang Sewu again.
- P : Can you tell me about Lawang Sewu?
- N : Ok, it is an old Dutch building, and the name means 'Thousand Doors' in Javanese.
- P : You said before that you are never go Lawang Sewu again, can I know why?
- N : Pffttt... If you compare with the other places in the world, I think Lawang Sewu can be the nice building, but you know.. The maintenance is good, but not the best, have a crack on building, have a crack on floor, and then so many dried leaves in there, it so dark, and moist. It is my reason why I never want go back in there. Oh yeah and then, why I must go there for the second time? Do you have a reason why I must go there for the second time? I think no. Yeah because is haven't interesting place in there, no interesting object to look. Just a big building, but have no function.
- P : Just an empty room?
- N : Yeah just an empty room, so what can I see? What must I found in there? So I think go there just for the first time, not for second or third.
- P : What do you think about Lawang Sewu be a tourism destination?
- N : Yeah like I said before. It's good, but not the best place for tourist.
- P : It have a good attraction?
- N : I think Lawang Sewu have a good things. The unique building from Dutch. If they can well maintenance, and then clean place, the building can be nice, can be beautiful building, and then if the building is not an empty room, I believe that it so interesting place in Semarang, can interest more tourist to go there.
- P : What do you think lawang Sewu can't just an empty room? What must add in there?
- N : You can show some local product in there, you can show the unique product from Semarang, you can give the tourist information in there. Yeah something that it can be interesting for someone for tourist.

P : Yeah I know what you want. And then, what do you know about Klenteng Sam Poo Kong?

N : All I know is that it's a Buddhist temple.

P : How about Klenteng Sam Poo Kong? It have a good attraction?

N : I must buy 2 ticket to entered there. First ticket I can't see anything, just take a photo of building, take a picture with the big statue in there, and I forgot the name.

P : Cheng Ho?

N : Yeah Cheng Ho, and I just take a picture with Buddhist clothes. If I want see more, I must buy 1 ticket again.

P : And then you buy again?

N : Yeah of course, because I go there but I can't see anything, so I try to buy 1 ticket again. It so beautiful, I can see the ornament, I can see the Buddhist statue, we can pray in there. I think the second ticket is the key to see the beautiful thing. Hahahaha.

P : So in your opinion, the tourist attractions in Semarang is dominant with the historic building?

N : Ouh yeah. Yes, it's mainly histroic buildings. For example Lawang Sewu, Sam Poo Kong, Kota Lama it so historic buildings. Like in Europe, historic buildings can be the tourism destination.

P : Then we will talk about the accessibilities, for the example when you will go to Lawang Sewu, if you have difficulty to get to that place?

N : No... No... No...

P : No?

N : Yes. It's easy to get there.

P : It Easy?

N : Yeah It's easy to get there by bus. I just look the sign and I combine with online maps, and then I was in Lawang Sewu, Sam Poo Kong and something like that.

P : You are not affraid?

N : Why I must afraid? Like I said before, if you careful, everything is ok. There are not to be affraid. Just careful.

P : No traffic jamed?

N : Crowded, traffic is always in the world. If you in Europe, or in another country in Asia, it always crowded, it always traffic. So I think Semarang can be crowded too, can be traffic too, if not traffic, and if not crowded, the city is not develop.

P : So traffic is not a big problem for you?

N : Yeah, traffic can be a 1 sign that the city is grow up. Economic grow, something like that.

P : If the accessibilities easy for you, and then how about the facilities? So how about the Lawang Sewu's facilities?

N : What Facilities?

P : Like a toilet, shop, or information board.

N : I think no.

P : You have a problem with Lawang Sewu's facilities?

N : I had no problem with that.

P : No problem yeah?

N : Yeah, because, I can say that maybe I'm not used facilities in there. I'm not go to toilet, not go to shop, and I'm not used the information board in Lawang Sewu. So like I said before, I had no problem with the facilities in Lawang Sewu. Hahahaha.

P : Not used?

N : Yes. Because I just walk, I go around the places, if I think enough, I go out from Lawang Sewu. Not used shop, because I brought my bottle, I brought my drink, so I don't need shop in Lawang Sewu. And I can't see where is the information board, so I never used that in Lawang Sewu. Hahahaha.

P : Just walk around, bring your drink, it is your reason why you are not use the facilities.

N : Yes Sir.

P : And then when we are talking about the service, what do you think about the service in tourism destination, such as Lawang Sewu or Sam Poo Kong?

N : What Service do you mean?

P : Like a tour guide maybe?

N : Well, I didn't meet any other service than the people who were selling the tickets.

P : Just it? No tour guide?

N : Yeah I don't know where is the tour guide, I can't see them where I go there.

P : And then how about the service of the people who selling tickets?

N : I had no problem with them.

P : Had no problem?

N : Yeah, because I know what they mean, they are speak in English but simple language, like "one ticket? 15.000 Rupiah". After I paid, I gone, so the service is not a problem for me.

P : Ok, from they you know how the prices of ticket, because they can talked with you in English language.

N : Yes sir.

P : Next when you in Semarang city, what is the positive experience do you get?

N : The positive experience?

P : Yeah. The positive experience.

N : Well. About the people, the people are so good, the people are so very kind, people are very helpful.

P : You said that the people are so good, so very kind, very friendly, and very helpful, do you have experience with them?

N : Yeah with my friends at school, with my students, with my neighbors at home. The people in the straight say hello to me. It was enough to show me that they are so kind, so good, so friendly.

P : While you're in Semarang, what negative experiences did you get?

N : People are not used having Western people around and pay too much attention to me.

P : Can you tell me what do you mean?

N : For example if I walking on the road some people always looking at me.
What's wrong with me? Yeah in my honest, I don't like it.

P : Ouh you don't like it?

N : Yeah it's my privacy, why always somebody look at me.

P : Ok, about food. Do you like to do culinary?

N : Yes, of course.

P : What is your favourite food?

N : I really love Indonesian food, my favorite is bakmi goreng, ayam and satay.

P : Hmm.. It's yummy. Hahahaha. Do you like rendang or nasi goreng?

N : Yeah I like too. Like I said I love all of Indonesian food. So I like rendang, nasi goreng too, but my favourite food is ayam goreng, bakmi goreng, and satay.

P : And then how about the traditional dance, Javanese dance? Do you like it?

N : Yes.

P : Do you enjoy watching it?

N : It's very nice to watch, but I have a problem with the dance.

P : Why?

N : Yeah I'm enjoy to watch, but I didn't know what the message of the dance. I must ask my friends to tell me about the dance. Hahahaha.

P : So how about Semarang's beach? Do you enjoy with the beach?

N : I didn't see the beach here. Where is the beach?

P : Really?

N : Yes Sir. I didn't see the beach in here.

P : Marina beach? You don't know?

N : I never go there. Beacuse I read a review for Marina beach is not recommended to go there. So I never go there.

P : Can I know, what is their review?

N : They said that Marina is not clean, dirty, eeee..... haven't sands, and the water so brown.

P : Wow, I'm surprised for their review. But it's ok, next, while you live in Indonesia, have you gone back to your country?

N : No, I am not going home before the school year ends, actually until this semester.

P : When you go back to your country, will you tell your family or your friends about Semarang?

N : Of course I will tell them about it, it was my home for a year.

P : In your opinion, Semarang is recommended for them to visit?

N : If my friends will come to Indonesia, I will probably recommend them to go to other places that are more prepared to have tourists.

P : You mean that many places are not prepare for tourist?

N : I think yes. Because many places in Semarang didn't have an information in english, the name of place in Indonesian language, information board with Indonesian, people are talking in Indonesian too. So tourist always bring a dictionary and talking with body language. Like I said, that many places in Semarang need more preparation to serve tourist, to make tourist enjoy in Semarang.

P : Ok from your information, I think that english language are very important to serve tourist and make them enjoy in Semarang.

N : Yes, like you said.

P : When you go back to your country, do you want to go back to Semarang or revisit Semarang again for the next time?

N : Yeah absolutely.

P : Can I know your reason?

N : If I will ever come back to Indonesia, I will come back to Semarang to visit my friends living here.

P : Revisit again in Semarang for visit your friends in Semarang, nice. Hahaha.

N : Yeah they are my friends, I'm happy with them, so why I don't back to Semarang for visit them. Like you said, revisit again in Semarang to visit my friends.

P : Nice nice... In your opinion, is Semarang friendly for tourist or no?

N : In a way yes, because people are very friendly, however the way white tourists are treated can be very bothering. It same with I said before, some people look at me if I'm walking, if I go to mall, go to restaurant, everywhere, everything I do with my activity in public area.

P : Really?

N : Yeah let I see with that.

P : And then in your opinion, is Semarang recommended to be a tourism destination or no?

N : I wouldn't really recommend Semarang as a tourist destination. Do you know why? Yeah because there aren't many things to see, there aren't many things to do, and people usually don't speak English, it's hard to get around.

P : And then, when we compare to the other cities, which city will be better as a tourism attraction?

N : In Indonesia I just living in Bali and Semarang, but I know Jogja, Borobudur, and Solo. For tourism destination I choose Bali. Beacuse Bali is exotic, Bali is beautiful, and Bali is nice for tourist and tourist can see something, can do anything in there.

P : Ok, next, how about living cost in Semarang? Is it cheaper or same with the others?

N : It is cheap to live here.

P : Is cheap for you?

N : Yeahh. Very cheap, compare to Bali, compare to Solo, especially compare to Hungary.

P : And the last question, maybe you happy with the last question. Hahaha.

N : Because I see in my fried france here is cold, and I'm so very hungry.

P : Ouh sorry. Next, Before, during, and after the trip to Semarang, is there a sense of excitement?

N : Yes, of course. I am always excited to see new things and new places.

P : You are so very excited?

N : Yeah. Because like I said before, I really love to look at new thing, new places, new people, new thing and give me sense of excitement.

P : Is nice to talking with you, to interview you.

N : Is so very nice to interviewed by you.

P : Thank you very much for your time.

N : You'r very welcome. I really loves Semarang, because you know I put a part my soul here, but Semarang needs a lot more preparation for tourist.

P : Thank you very much, maybe your answer can help me for my skripsi. Can I take a picture with you?

N : Sure, sure.



Interview 8

Transcript Interview with Jean

Expatriate from United States of America.

Place: Restaurant on Citraland Mall

Time: Monday, 22th February 2016, 13.00 a.m – 14.30 p.m

P : Can you introduce yourself?

N : Hi Arif! It's a pleasure to help you with your study. My name is Jean, I am 26.

P : Where do you come from?

N : I am originally from Pittsburgh, Pennsylvania, United States of America.

P : Do you live in Semarang with your family?

N : I live in Semarang by myself.

P : Do you work in Semarang?

N : Yes, I'm working.

P : Can I know a little, what kind of work do you do?

N : Works for an information technology company.

P : How long have you stayed in Semarang?

N : Since July 2014

P : Before Semarang, which city did you live in?

N : Before Semarang, I lived in Los Angeles, California.

P : In Indonesia?

N : I'm just live in Semarang.

P : Why do you choose to stay in Semarang? Instead of staying in another city like Jakarta maybe?

N : My company send me to Semarang, so I'm in here because of my company.

P : How long did you stay in that other city?

N : I stayed in Los Angeles for two months in order to get my VISA to come to Indonesia.

P : Can I know, why did you move?

N : Long story.

P : Ouh it's ok, I want hear about your story.

N : So I went to college in Florida before I graduated. At the time, I had a boyfriend who was going to school in Los Angeles, so I moved in with him for two months near the Indonesian Consulate in Los Angeles. And then moved to Semarang when I was legally able to enter the country.

P : So you are in Los Angeles for your boyfriend?

N : Yeah...

P : Ouh it so romantic. Oke and then. Among the other cities you visited, which one do you prefer the most to live in?

N : In Indonesia, I have to say that my favorite city has been either Kudus or Salatiga.

P : Why you choose Kudus or Salatiga?

N : Kudus and Salatiga were smaller cities and had a lot of "green" like trees and parks everywhere you went.

P : Not in big city like Jakarta maybe?

N : No no no... Jakarta was way too crowded, way too crazy. Bali, too many Bule, too expensive. Semarang is beautiful, and I love this city, but it is very large, and very polluted.

P : Yeah I get the point. You choose Kudus or Salatiga because have so many trees in the road. And you don't like live in big city because of crowded and polluted, right?

N : Yes it's right.

P : Besides Indonesia, which country that did you visit?

N : I have visited Micronesia two years before I came to Indonesia.

P : I think you like exploring?

N : I love exploring. An adventure a day keeps the insanity at bay.

P : Where will you go, if you get out from Semarang?

N : Karimun Jawa.

P : Why you choose Karimun Jawa?

N : Because I love to scuba dive. So I would return to Karimun Jawa where I believe the most healthy and beautiful reefs are. And before I leave Indonesia to go back to America, I will visit Komodo Island and Flores.

P : So what is your purpose choosing to stay in Semarang?

N : I love Semarang about the food, the people, the sights. But I also work in Semarang, so I can't leave.

P : When you haven't moved to Indonesia, what did you know about Semarang?

N : Before my company send me to work in Indonesia, I actually did not know very much about your country.

P : Don't know about Semarang?

N : Yeah. I knew absolutely nothing about Semarang. However, a professor at Eckerd College, where I studied for my Undergraduate degree, has traveled to Semarang multiple times. From conversations with her, I was able to get basic Information about the city. But I didn't understand how amazing the city was until I arrived and saw for myself.

P : And after you are in Semarang, it so amazing for you?

N : Yeah with the Old City in Semarang.

P : And then, do you know that Semarang city is Kota Banjir?

N : Kota Banjir?

P : Yeah flooding city.

N : I did not know that until I saw parts of Semarang near the ocean that were heavily flooded after rains. Also, as I am at tambak ikan very often, I see houses and neighborhoods that have to be constantly raised in order to combat the flooding.

P : You saw it?

N : Yes.

P : So in your opinion, what is Semarang known for? Maybe the industrial city or the old city or the tourism destination or etc.

N : In my opinion, Semarang is known for it's historical background and it's production of seafood, specifically ikan bandeng.

P : Why you give the brand?

- N : Everything from Old City to Thousand Doors has history from before the Dutch colonization, to the Indonesian revolution, to present day. Much of that history can simply be felt walking the streets of down town. But further away you travel from down town, the more you see the impact that local markets have on the economy, and because of Semarang's location on the coast, the sea food market supplies many Indonesians, in this city and across Java with plenty of fresh fish and seafood.
- P : When you moved out from your country for the first time, were you nervous? Scary or etc?
- N : I was beyond terrified.
- P : Really?
- N : Yeah because my trip to Micronesia was not really too scary because everyone spoke English, and used American money. But in Indonesia, it's very different. I did not know what to expect, and I have never been away from my home for so long. Terrifying at first, but I love the opportunity of adventure.
- P : Indonesia is the first place that you out from your coutry for a long day?
- N : Yeah it's first for me to go away from my home for so long time.
- P : But you have a new experience, get a new world, and can try a something new.
- N : Yes.
- P : Before living in Semarang, what do you know about the tourism destination in Semarang?
- N : I have to apologize Arif, I didn't know anything about Semarang before I arrived. Even Lawang Sewu which I think might be the most famous tourist attraction in Semarang. Many Americans have never heard of Semarang, and I know that is very sad, because Semarang is such a beautiful city and I am happy to call it my home.
- P : Yeah many people don't know about Semarang, but Semarang have an atmosphere to make many people enjoy to live in Semarang.
- N : That's right.
- P : Which Semarang's tourism destination have you visited?
- N : Hmm... Just to name a few, I have visited Lawang Sewu, Kota Lama, Tugu Muda, Sam Poo Kong, Goa Kreo, Gedung Songo, maybe all of the malls, and many other places.
- P : So, do you know about Lawang Sewu?
- N : Yapp...
- P : Can you tell me about Lawang Sewu?
- N : Lawang Sewu, is Java's oldest train station. Originally designed and operated by the Dutch during the colonial period, it has held up beautifully after restoration and is quite a marvelous building to see. The architecture has combined the traditional designs of both Dutch buildings and Javanese buildings. After the railroads were no longer used from that transport station, the Japanese used it as a Prisoner of War camp during their occupation during WWII. Well.... Although many say it is haunted, I still haven't met a ghost.

Hahahaha. Really want to though. But that's all I can say. Or at least that's what I have been told.

P : In your opinion, can Lawang Sewu be a tourism destination?

N : I believe it can absolutely be a tourist attraction.

P : Does it have good attraction?

N : It is incredibly beautiful, and for those who admire history and architecture, especially in foreign countries, it is an absolute "must see".

P : So if you like with the historic building, you must see Lawang Sewu, right?

N : Yes, right.

P : And then, what do you know about Klenteng Sam Poo Kong?

N : I know that Sam Poo Kong is the oldest or biggest Chinese Temple in Central Java.

P : Can you tell me about Sam Poo Kong?

N : The colors and traditional Chinese decoration and architecture is stunning, let alone the sheer size of the buildings themselves. However, I have forgotten much of the history that I read about at the base of the statue that resides in the middle of the temple's square.

P : Hahahaha.. no problem if you forgot about Sam Poo Kong's story. So in your opinion, the tourist attractions in Semarang is dominated with historic building?

N : I would have to say that the tourist attractions in Semarang, at least the worthwhile ones, are historical buildings or areas.

P : So, you are agree with my statement?

N : Yeah until now I'm agree.

P : Then we will talk about the accessibilities, for the example when you go to Lawang Sewu, do you have any difficulties getting to that place?

N : Oh boy. So I am lucky enough to have friends with cars, motorbikes, and phones to call taxis, so I never have to drive.

P : So you don't have a problem with the accessibilities?

N : But I can tell from the amount of people on the street and the difficulty of finding a parking space, that accessibility to enter these tourist attractions is very difficult. With regards to google maps, big locations such as Lawang Sewu are marked, however, there are no clear directions on where to go to leave your motorbike because the city planning of Semarang can be very difficult to understand.

P : Yeah I know what you mean. If you go to Lawang Sewu, you don't know where you can parking your motor.

N : Yeah it's true.

P : So how about the Lawang Sewu's facilities?

N : The facilities in Lawang Sewu were perfect! It looked recently restored.

P : Do you have a problem with Lawang Sewu's facilities?

N : I had no problems.

P : And then if we talk about the service, what do you think about the service in tourism destinations, such as Lawang Sewu or Sam Poo Kong?

N : I'll be honest Arif, I didn't get to experience much of the service at the tourist attractions. I guess that everything is good since I was able to show the

woman who sold the tickets at Sam Poo Kong my KITAS and I got the regular, non-tourist price. I don't know enough to say anything else, but no complaints.

P : So with KITAS you can get the normal price?

N : Yeah...

P : No complaints with the service, so you are enjoy with services in Lawang Sewu or Sam Poo Kong?

N : Yaaa.. No complaints.

P : While you're in Semarang, what positive experiences did you get?

N : I have had so many positive experiences that it is very difficult to describe any specifics. Well... Almost everyone in the city is so friendly to me and willing to help me with anything I need. All the food is exceptionally tasty. And there are beautiful sights everywhere I go. There is no doubt in my mind that the majority of my memories of Semarang have been positive.

P : While you're in Semarang, what negative experiences did you get?

N : Although not abundant, I have had bad experiences with the bureaucracy of the government, post office and banks. All are slow and frustrating and usually end with me screaming in anger or wasting hundreds of U.S. dollars.

P : Ouh really?

N : But these places can be negative in any country. Other than that, I must say that there are many beggars and crazy people walking the streets begging for money...or worse. There is defiantly more of an abundance of these people in Semarang than there are in the U.S.

P : Ouh I'm sorry to hear that. It is not a good sound. Moving onto the food subject.

N : Sure.

P : Do you like to do culinary?

N : I love eating out. At first, I thought I would not like the Indonesian food. However, I now fear the day I have to leave Indonesia because I can't go back to eating American food.

P : Hahahaha. Really?

N : Yupp.

P : How is the taste of food?

N : The taste of the food in Indonesia is so spicy and flavorful that it will be hard to eat anything else.

P : What is your favourite food?

N : That being said, my favorite food is nasi rendang or anything covered in sambal bawang.

P : Hmm... Yummy... I like sambal bawang too..

N : Ouh yeah? So next time you must eat sambal bawang together.

P : Ok. Ready to get stomachache? Hahahaha.

N : Not really. Hahahaha

P : And then how about the traditional dance, Javanese dance?

N : I have seen the traditional Javanese dance.

P : Do you like it? Do you enjoy watching it?

N : It is incredibly fluid and very interesting to watch despite the fact it is different than most dances I have ever seen. I enjoy the new experiences as there is no such thing as a good or bad culture.

P : Have a different with the other dance?

N : I think yeah... Smooth.. easy to look.. yeah like that.

P : So how about Semarang's beach?

N : I have been to a couple of beaches on the north coast near the tambak ikan and near pantai Marina.

P : Do you enjoy with the beach? Or do you have a comment with the beach?

N : I find the water and sand very dirty and polluted. The water is brown, and the sand is black from pollution, not organics. However, life still thrives in such environments. There are many bivalves and isopods that still inhabit the rocks and beaches of Semarang. These little creatures are always fun to play with when I travel to the beach.

P : What kind of bivalves and isopods?

N : Hmm... You don't know about that?

P : No I never hear.

N : It's ok, I want show you. Look... (Mengambil HP dan menunjukkan gambar hewan laut tersebut, dan terjadi perbincangan singkat mengenai hewan tersebut.)

P : Ouh what is that?

N : Yeah it is bivalves.

P : Ouh bivalves like a shell?

N : Yapss.. And now I want show you isopods. Hmmm... wait...

P : Yeah I'm waiting for isopods.

N : Arif, it is isopods.

P : Ouh yaa yaa, I saw it if I go to beach, and I don't know what is the name of animal.

N : But now you know that it is isopods.

P : Yeah yeah.. I know. Hahahaha. Next, while you live in Indonesia, have you gone back to your country?

N : I have not yet returned from my country. I have remained in Indonesia.

P : When you go back to your country, will you tell your family or your friends about Semarang?

N : Oh of course I will tell my friends and family about this wonderful city.

P : Why would you tell to them?

N : Many of my friends have never even heard of Semarang, but now that I have experienced everything that it has to offer, I can spread the word. Semarang was my home for year. It is the place that took care of me and made Indonesia a place to admire. Others should definitely be told. Although, it is very far away and expensive to visit, my friends and family are adventurous and will definitely visit the city if they ever travel to Indonesia.

P : Semarang is not recommended for them to visit?

N : No, don't think like that. Semarang is a beautiful city with problems any city in the world faces. My friends trust me and know that this city is where I started and ended my Indonesian adventure. They would come.

P : When you go back to your country, do you want to go back to Semarang or revisit Semarang again for the next time?

N : Absolutely.

P : Why?

N : I have dear friends in Semarang. I know the streets. I know the stores. I know the most amazing sights, and most importantly the best places to eat. I need to come back to see my friends and get my favorite foods. Of course I will come back.

P : So Semarang is like your home. The first or second home?

N : I think second home, because my first home is my family.

P : Ouh so sweet....

N : Hahahaha. Family always be the first.

P : Yeah I'm agree. And then, in your opinion, is Semarang friendly for tourist or no?

N : Semarang is extremely friendly for tourists.

P : Why you say that? Do you have an experience with Semarang's people?

N : I have not once been over charged for prices or purposefully abused for being a Bule. Other towns like Jakarta and Bali are not the same. In my opinion, Semarang is very friendly and safe for any tourist.

P : So the big city like Jakarta and Bali, not safe for tourist?

N : Yap, Semarang more safe and friendly.

P : And then in your opinion, is Semarang recommended to be a tourism destination or no?

N : In my opinion, I would recommend Semarang be a tourism destination.

P : Why?

N : There is so much to do, so much to see, so many good foods to try. I can't imagine visiting Indonesia without visiting Semarang.

P : Ouh I'm surprise. I'm happy to hear that.

N : Yeah in my honest, Semarang can be the object tourism.

P : And then, when we compare to the other cities, which city will be better as a tourism attraction?

N : I will say that cities like Kudus and Salatiga have been a favorite, but each city in Indonesia has something amazing to offer.

P : Yeah the other city have a something amazing to offer. And so why Kudus and Salatiga will be better as a tourism attraction?

N : That is the beauty of Indonesia. That each place you visit, no matter how far you travel, has a different culture and way of life, only leading to an amazing adventure.

P : Ok, next, how about living cost in Semarang? Is it cheaper or same with the others?

N : I can't complain about my living situation in this city.

P : What the meaning?

N : Semarang is so much less expensive than other cities. Other cities like Jakarta or cities in Bali have attempted to bankrupt me. But everything is so cheap, but still so good in Semarang.

P : In your opinion Semarang cheaper than Jakarta and Bali?

N : Living cost in Semarang is ok for me.

P : And the last question. Before you have a trip in Semarang, during live in Semarang, and after the trip to Semarang, is there a sense of excitement?

N : Before my trip to Semarang, there was much fear, but none the less an amazing sensation of adventure, excitement and hopes for a successful future. During my time in Semarang, through the good and bad, I keep in mind how good this city has been to me and I enjoy every exciting minute I have here. But after my trip to Semarang, as I will be excited to go home, I will have a deep sadness for leaving the city that has been so good to me, has shown me so much, and has made my life all the better.

P : Ok Jean, now I want make a conclusion from our interview.

N : Yes sure.

P : You are from U.S.A and live in Semarang and work in Semarang since July 2014.

N : Yes.

P : In Indonesia, you just live in Semarang, never live in another city in Indonesia. You like to travelling or exploring in another country.

N : Yes.

P : You don't know about Semarang before your company send you to Indonesia, and you know about the basic information about Semarang from your professor in your university before?

N : Yes.

P : In your opinion Semarang have an amazing part of historical because Semarang has an old city, and it is can interest the tourist to come in Semarang.

N : Yupp..

P : You enjoy in Semarang, the people in Semarang are so very friendly. And Semarang can be the tourism destination in Indonesia.

N : Yes.

P : Before has a trip in Semarang you are so very afraid because Semarang so long from your country. But you are enjoy in Semarang. And if you go back to you country, you want to visit in Semarang again, because you know about Semarang, you have friends in here, you love with the food in Semarang, and you enjoy in Semarang?

N : Yes Sir.

P : Ok Jean, thank you very much for your time. I'm so happy can interview you, and get the information from you about Semarang.

N : It's ok Arif no problem.

P : Can I take a picture with you for my documentation?

N : Of course.

Interview 9

Transcript Interview with Uve

Expatriate from Germany

Place: Banyumanik

Time: Tuesday, 15th March 2016, 19.00 p.m – 20.00 p.m

(Sebelum wawancara terjadi obrolan terlebih dahulu.)

N : When I made a holiday in here I miss the real a nice beach,

P : Yeah

N : You know in here in Semarang you don't have.

P : We don't have.

N : When I do something with family.

P : Aha.

N : We go together to Jepara.

P : Jepara?

N : Yeah, We used vehicle go to Jepara.

P : It's nice beach yeah? In Jepara.

N : Ok, nice beach in Jepara you can see nice beach.

P : Aha.

N : The beach for time it isn't so nice but you can swim.

P : Yeah.

N : Yeah and you can see something, what I tell you before. This is my life here in Semarang, this isn't holiday, this is my job and my family then, but I think when you, when you will do something you can find, you can go to Jogja, you can... What I tell you, it was many - many hotel, you go to hotel in here, you have a nice place in here also. I think you can find something.

P : Ok.

P : First, can you introduce yourself sir? Hehehe

N : Myself?

P : Yeah, but the name and then where are you come from?

N : Ok. I make it easy. In Germany is a different. Germany it was a first name in family name. It isn't same like an Indonesian name. I'm from Germany.

P : Yeah.

N : So my name is Uve.

P : Uve.

N : But I'm coming from Koln, you know Koln?

P : Koln.

N : Koln is in In here. When I go back to my hometown. I go always back from Jakarta.

P : Uhm.

N : Depend of the airline Singapore or maybe Kuala Lumpur, Bangkok and then always back to Germany to Frankfurt. Do you know Frankfurt?

P : Yeah.

N : This is a big - big airport.

P : Yeah, ya... ya...

N : This is Central and from this place. This is maybe same with Semarang, Jakarta.

P : Uhm.

N : Only - only 30 – 45 minutes to my hometown. You should love Koln.

P : Oh, ya... ya...

N : Maybe you know from Koln.

P : Yeah.

N : Maybe, you know the kind of island in Germany.

P : Yeah.

N : Yeah, I like this one.

P : Ok.

N : I'm from Koln.

P : Koln in Germany, yeah?

N : In Germany. I'm already now 13 years in Indonesia.

P : Mmm...

N : The factory from us is already 25 years.

P : 25 years, the factory in Semarang.

N : In Ungaran.

P : Oh in Ungaran.

N : The shoe factory "Wanita".

P : Hehehe

N : Wanita's shoes.

P : Ouh..yeah, and then do you live in Semarang with your family?

N : Wife. With my wife and two kids.

P : Ouh! With your wife and two kids in Semarang, yeah?

N : But my wife is from Indonesia.

P : Ok, hehe...

N : Haha...

P : From Indonesia and then do you work in Semarang, Sir? Can I know a little what kind of work?

N : Well, I'm a technical.

P : Ehm.

N : Yeah, specially we have a shoe, a big shoe factory, 2500 people.

P : Ehm.

N : And we have an organizing and we have the outlet we buy in Jakarta, Jogjakarta, and Surabaya.

P : Surabaya?

N : Yeah, and this we must organize and the quality we check. We are in the factory we had 13 people from Germany and the rest is all Indonesian people. In nearly we had nearly 2500 people in the factory.

P : Haha.

N : And mmm... 80% women.

P : Ouh! 80% women. Why you choose 80% women?

N : Why we choose woman?

P : Hehe.

N : The woman for us?

P : Yeah.

N : The woman, they have more feeling to choose a product.

P : Emm.

N : Now they emm.. from everything and from the handling and every single what we need. This is more easy for woman than a man. We have some job for man but you know we need a little bit.

P : Yeah, so hard. Haha

N : This is too difficult for woman and then we choice man.

P : Ouh, ok. And then how long have you stayed in Semarang?

N : 13 years. 13 years.

P : Ouh, ok... ok...

N : My first time about 2001 in here.

P : 2001.

N : It was my friend in here but he was sick and he has operation and must go occasion to the hospital.

P : Ehm.

N : And then my boss asked me "Please can you help me?". And then I'm travelling always 2 weeks in Indonesia.

P : Ehm.

N : But back Germany. From Germany to India. From India to Germany. Germany, Romania, back Germany. You know and then later I'm so confused in the plan. I'm not truly emm.. this is more easy or not...

P : Aha.

N : India, Germany, and Indonesia is different time. In the moment it's 6 hours different.

P : Different.

N : Well, and then when you are in Indonesia 6 hours, I was sick you know, your body seem like a watch inside you know, they know the time from Germany and when I'm in Indonesia ok I changed the time And I go to India. Can't with the different you know.

P : Hahahaha. Yes. Time.

N : And my body frozen, plainly was confused you know.

P : Haha.

N : And then I asked my boss "Please... please... can I stay in Indonesia? It's much better for me. We always travelling in here.

P : Here?

N : In here is in the moment more easy than in Germany. In Germany we have the moment so many problem and isn't easy for me but in Indonesia more easy.

P : Yeah.

N : The people, the culture, is different.

P : Yeah.

N : Long day sun is good.

P : Emm...

N : In Germany always cold

P : Yeah.

N : It's good

P : Before Semarang which city did you living or visiting?
 N : From Indonesia ?
 P : Yes
 N : I'm in many places in Indonesia. I'm in Jakarta. I'm in Bali, many times in Bali. I have a friend in Jogjakarta, in Surabaya, always normally, always we are travelling.
 P : Everything in Indonesia?
 N : Not everything.
 P : Haha.
 N : I have no time for this one.
 P : Hahahaha.
 N : But many – many yeah.
 P : Aha.
 N : This is also you know, when in Indonesia this is the problem the traffic.
 P : Ehm.
 N : You know this is also in Jakarta. Normally I don't like Jakarta.
 P : Oh.
 N : This is you know, you need to Airport 3 hours, 4 hours, 5 hours until the city yeah. This is so crowded.
 P : So crowded.
 N : Ahhh!
 P : Confusing.
 N : I'm not confuse you know. I always mm normal my friend to pick me up or taxi driver but in there woah... uh... so difficult. In Germany you know, you have the road, you must do and red lampu merah, lampu merah stop, ada kiri kanan but in Indonesia was motorbike, bus acak acakan
 P : Hehe.
 N : Kiri, kanan, up and down woah... this is crazy.
 P : Ok. Why do you choose to stay in Semarang? Instead of staying in another city?
 N : Yeah, why? This is a good question why. My factory in here you know, from Banyumanik. Before the first time I'm in here, we rent the house for me, yeah and then always, I'm moving after 3 years, after 5 years again other one, this one, this one and then we find this one in here, we built a house and then we talk, talk my wife it's ok, what can we do.
 P : Ok.
 N : 2 kids important for us, my job the meaning is a factory is not far away, and important for us also kids for school.
 P : Ehm.
 N : For the kids we have a driver and then bring the kids in the morning, they bring the kids go to school and I'm you know, I have years from here so many ways.
 P : Yeah.
 N : To go to my office. So many jalan tikus.
 P : Ehm.
 N : And then I'm 15 minutes from here in the factory. It's easy for me.

P : Easy for you.
N : And it also cold up in the morning you know.
P : Yeah.
N : In the morning should a little be more hot.
P : No, ok, Semarang. Semarang city yeah. Hehe... Ok. And then how long did you stay in the other city?
N : In the other city?
P : Aha.
N : In which other city? What did you mean?
P : Ouh I mean in Bali or ?
N : This is only for holiday.
P : For holiday.
N : This a sometimes – sometimes emm... when you have a red calendar you know, Friday is a red calendar then I choice to fly for 4 days, for 3 days, for 5 days. Sometimes, when it's longer, when go to Europe and we make a real holiday and then it isn't enough only for 5 days and then we need the longer time but in Indonesia always short time 3 days, 4 days, 1 week, that's enough.
P : So I want to conclude live in Semarang yeah and then in other city just for holiday.
N : Yeah.
P : Right yeah?
N : That's right.
P : And then can I know why did you move from Germany to Semarang?
N : About my job.
P : Ouh yeah about your job.
N : About my job. I have the same job in Germany what I tell you before.
P : Ehm.
N : And then my friend he was sick, and then they asked me, ok and before in my hometown the factory we have a head office. The head office in Koln and the small factory in my hometown
P : Yeah.
N : Yeah and after this one, we have none the after blue to take closed. It was only the head office and then I'm all day it was 35 kilometers in Germany. I must go to the head office and then walk in there, and then I ask my ok. We have other job to do for you and this was for me you know, an other land in Indonesia, a other people, a other culture, why not I'm happy I can see this one not only in Germany.
P : Hehe.
N : You can see yeah. You can see other people.
P : Yeah
N : You live in here, and you eat in here, all the food is different.
P : Ehm.
N : Everything is different.
P : Yeah.
N : And this is a good experience for me you know. You can see this one and other this about my job. I'm in here.

P : Ok, and then among the other city you visited maybe in Bali, Jakarta, Surabaya, Jogja. Which one do you prefer to most living? Hahahaha.

N : Only – only I have holiday when I only, when I have holiday, I have money, Bali.

P : Bali? Ok.

N : Bali yeah.

P : I know why.

N : Why? Ouh ok for the Germany people this is different, we, my wife and we make holiday in Bali. Yeah, when we make a holiday in Bali you know. Mmm... The German like swimming pool and the sun you know. You have crazy German people, they are 20 hours in the sun no problem and this is only a little bit red finish but my wife

P : Ouh, ok.

N : Nanti saya hitam tidak mau, tidak mau.

P : Sun bath?

N : Haha, yeah.

P : Hahahaha.

N : This is different to German, Indonesia. The Indonesian, they have the sun but they don't want. You know always clouds long the clouds and here tidak mau hitam, tidak mau hitam, and the German like hitam you know. This is the beach, the water, relaxing. The Indonesian, they also like the different yeah, different but this is also German, nice food

P : Nice food.

N : Drink something, enjoy your life, and I think we have only once life.

P : Ehm. Have a better life in Bali maybe?

N : I tell you when you have money. Ok, I think you have all – all place a nice life but I think. Ok in Bali I have many times there, I have many friends there, I think I can live also in Bali yes. This is a beach, the nice beach.

P : Ok. And then beside Indonesia which country that you visit?

N : The last mm... The last December?

P : Emm...

N : Christmas?

P : Emm... No... no... Which country that you have visited in your life?

N : So many.

P : Many yeah?

N : The last .

P : Ok for the last.

N : The last, for the last one I'm Christmas in Australia, I have a friend in Australia and next week I'm also there for Formula 1 you know, I'm in there in Melbourne.

P : Ehm.

N : I have a friend in Melbourne and I'm in many places in Europe, in Italy, in France, Spain, Greece, many- many places.

P : So many – many places.

N : In Germany so easy you know.

P : Yeah.

N : It's not so far away.
P : Yeah.
N : And you make it from Germany to Australia this is so far away you know.
This is Indonesia. This 6 hours ok but close.
P : Uhm.
N : But now for me is easy.
P : I think you like exploring, yeah?
N : Yeah.
P : Ok. And then where will you go if you get out from Semarang, if?
N : Out from here?
P : Ya.
N : And then I must go from here out.
P : Maybe, yeah. Where... Where will you go?
N : Ok. When I must go out of my factory then close maybe yeah?
P : Maybe, yeah.
N : I must go back to Germany.
P : Oh!
N : We have a head office in Germany yeah and my office, they need me and they
take me back even contract you know.
P : Ok. Yeah... Yeah...
N : And then we close, so we must go back to Europe.
P : Oh, yeah. So you must go back. Ok. So the first purpose choosing to stay in
Semarang just for job?
N : Yeah.
P : For work?
N : Yeah.
P : No reason?
N : No... No...
P : Maybe for Tourism?
N : No... No...
P : Ok.
N : Before I don't know Semarang you know, but In Germany
P : Ouh! Yeah.
N : I know Indonesia. But not Semarang. It was a first time. Only when we talk
ok, we send something, we late in Germany we mush machine or send it ok
we send it to Indonesia. That's all.
P : Ok.
N : And then I... The first time I tell you, it was 2001 I'm in here yeah, take a see
in Semarang.
P : Ok and then where did you get information about Semarang and then what
information you got about Semarang? Hahaha.
N : Yeah, ok. Eee... The first information is from... from..., It was from my
friend.
P : Yeah.
N : He was sick, he gives me the first information.
P : Yeah.

N : About when he got back from Germany now in Hospital. I must go to Indonesia, he tells me everything, he tell me from the people in the factory, which one I need to help me from Bahasa

P : Aha.

N : And then for my job. Yeah. It was completely different for me and this is for my job my... my... my friends he gives me information factory and job and from Indonesia, from Semarang, from Indonesia I buy in Germany, I buy book you know, you can now you can find all place.

P : Ouh yeah.

N : When you make a holiday, this is a small book you can... you can... find what you must do when you go to other culture, what you must do and although from the money how much is this one and this one, the language. Ouh, this is ehmm. What is it name? Seem like Marco Polo.

P : Ouh.

N : Specially this book for everything. Nice place.

P : Aha.

N : Ehmm... What you must do from the same becak, taksi and everything... everything. Information from this book you know.

P : Ok.

N : Also when you start language, when you say selamat pagi, selamat malam, and... and... yeah like this one.

P : Yeah... yeah... Hahaha.

N : Lampu mati.

P : Hahaha.

N : Yeah.

P : Wait... wait...

N : But I have Genset.

P : Yeah.

N : But I don't know what's happen is lampu off outside?

P : Yeah. Hanya disini ?
(Karena lampu mati, pembicaraan terhenti sejenak)

P : Ouh yeah... yeah... Hehe.. Continue??

N : Yeah but I tell this is a book special from Indonesia and the book it was everything, I think same like I think Marco Polo but you can find from book and make it all way. This when I go with my family go to other place, I buy this more book you know. It was kartu inside and which place.

P : And then mapping?

N : Yeah. Same like a map. Ok in internet it's easy you make it in Google Map or something like that.

P : Yeah... Yeah..

N : This is but that a good idea you know little bit from Marco Polo.

P : Marco Polo?

N : Marco Polo.

P : And then Do you know that Semarang City is Kota Banjir or flooding city? Do you know about it?

N : Yeah, I know.

P : Can I know?
 N : Yeah, from number 1 I know it from family.
 P : Ouh.
 N : My... my... my mother in law. The papa and mama from my wife.
 P : Ehm.
 N : They live in Marina's Beach.
 P : Ouh, ok.
 N : Yeah, you know when I went in there the first time banjir, the first time for me in Jakarta.
 P : Ouh, ok.
 N : And I can't... I can't believe it. No... I can't believe it people they live in there you know.
 P : Yeah.
 N : This is... This is nice house but the poor people they don't have money. They living in the kampung and then they have in the living room the water into here and then no listrik and we are in kampung Mama. Sometimes – sometimes I'm crying but I look poor people and you know I'm sometimes crying uh... "Ini rusak, ini rusak" you know it was easy, it was rather really problems but for me this is problem. I know it from Germany we don't have banjir, we don't have this one or this one or this one yeah but in here this is no and also what I can see here in Indonesia the people you know they have nothing, you have no money. We have a little bit nasi maybe for them they are laughing, they are friendly. When I go back to Germany for my holiday, when I go I can close my eyes in here, I close my eyes you give me in the plan, and then some places in Australia and one time I'm landing in Germany. I can tell you now I'm in Germany, now I look only the people you know in the airport the time running stress. And then like this one no friendly, not all but you can see this is the different culture, this is special in here you know. When I have something always my wife please on time I don't like you know. Yeah maybe I'm in here Sabtu, yeah Sabtu. Jam berapa? Ah... tidak tahu Sabtu, heart attack you know I need time on time and then I'm in here.
 P : Ehm.
 N : You know it is not Sabtu. Sabtu is 24 jam yeah?
 P : Yeah.
 N : On time. This is Germany you know, and here this is not. This's your culture "Oh besok, nanti" maybe such no problem but for me...
 P : Stress?
 N : Something stress it's stress - stress.
 P : Haha... ok.
 N : This is a culture yeah.
 P : Ok. And then so in your opinion what is Semarang known for? Maybe the Industrial city or maybe the tourism city or the nice city or the peaceful city?
 N : Haha.
 P : It's mean branding for Semarang in your opinion?
 N : Yeah. I think 13 years in here. When I see now 13 years in Semarang it's bigger, bigger and bigger. Bigger is a meaning for Tourism you know for the

hotel more hotels and they do something, they do something for people come in here ehm... come in here for enjoy for they do something yeah?

P : Ehm.

N : I think ok tourism is money when people come to Indonesia not also only in Bali, also in here. This is money for the hotels for the people in here they have something to do you know what I mean. I think they are on the... on the good way yeah? For the tourism

P : Ok.

N : Yeah.

P : In your opinion branding for Semarang tourism?

N : I think so yeah.

P : Ah Ok.

N : I think so.

P : And then you when move from your country for the first time do you have a nervous feeling or scary or maybe I can... I can't emm... eat Indonesian food?

N : Ehm...

P : Haha.

N : I'm always when I go tomorrow back to Germany I'm also nervous and when I go back you know in the airport the first time this is clear you know?

P : Yeah the first time

N : This is from Germany to Indonesia this is ehm... you are the right mille in 25 hours. 25 hours in the plane.

P : Ouh... ok.

N : You know what happens? All they airport you must go out and then you know?

P : Yeah.

N : But Semarang's Airport is kecil sekali.

P : Yeah.

N : But Jakarta, Singapura, Frankfurt this is so big you know and then you are confuse uhh...uhh...

P : Where's? Hahaha

N : But I must do but this isn't easy yeah but this is always when I do something for my job before or now, I prepare for the next holiday my brother visit me, I prepare everything for him you know, he must go kiri, he must go kanan. In this way he must to like what is the Visa in this place I explain it more you know?

P : Yeah.

N : I make it easy but the first time for me it was nervous.

P : Yeah.

N : Yeah to find all and everything ok plane and to connecting fly this is so nervous.

P : Ok, haha... Before living in Semarang what do you know about the tourism in Semarang?

N : Nothing.

P : Nothing?

N : Nothing I don't know also in Semarang.

P : Ok.

N : I don't know.

P : You don't know about Semarang but just about Indonesia.

N : Yeah.

P : Ok and then which Semarang's tourism destination that you have visit until now?

N : About I tell you before I'm in Jogjakarta, Jakarta, Surabaya.

P : But in Semarang they have, we called Sam Poo Kong, or Thousand Doors.

N : Ehm in Semarang? No.

P : No?

N : No.

P : Haha. No.

N : No.

P : Can you tell the reason for you not to visit tourism places?

N : Ok... ok... you know in Semarang when I'm doing something for my friend, maybe you know Lia.

P : Ehm.

N : Maybe... maybe I ask, tell me a nice place in Lia and then we go to together.

P : Ouh ok.

N : The last we find for jalan raya always riding and some place yeah but emm... I'm always doing this is I like it, this is when I'm in my parent's place from my wife to visiting the beach and I'm always in there and then I'm enjoy you know for myself always with my kids and also my wife you know. I rent this boat from Indonesian people you know and then we go always neighbor you know and then we continue to play, we go around this is small boat outside and then my friend from Germany in here, we make it always in this place. Before we go on the kampong.

P : Ehm.

N : Makan soto ayam yeah and then langsung small top in there.

P : Never - never go to Lawang Sewu or Thousand Doors?

N : I... I don't know what does meaning Lawang Sewu.

P : Lawang Sewu is the object destination, destination the object tourism in Semarang.

N : You know when you... when you my wife, when you help me and you can tell the story this is a nice place.

P : Ok.

N : Ouh this isn't so far away.

P : Yeah... yeah...

N : Sometimes I'm in here and always do do when I was there in Bandungan always riding with kids and this one but I know a really nice place this is same like Jepara.

P : Ok.

N : I know it all only from when I took people on there a nice place. Then we go there.

P : Yeah... yeah...So no one told you about it.

N : No

P : Ok, no problem Sir and then so do you know about Lawang Sewu? Never ?

N : Never

P : Ok and then mmm.... And then we will talk about the accessibility. Accessibility for example when you go to your factory or your every... everywhere you have a traffic maybe or crowded what is problem for you?

N : It's different for me emm... I know which what I tell you also before in Germany we have system.

P : Ehm.

N : Yes I'm smile. When I'm in the Gelael and look for parkir and there is a jacket behind the information is discipline.

P : Ehm.

N : For me Indonesian people in the traffic say have no discipline.

P : Haha.

N : This is so crowded with a motorbike, bus and just crowded but when I go to factory yeah, when I go out I have no problem but when I'm in the outside there is a vehicle I need to drive and I drive by myself and that is easy. When I go in the morning or in the evening back but I tell you I find from here.

P : Ehm.

N : Jalan Tikus.

P : Ehm.

N : It was in the jungle you know and there is quite, this is nice, this is much more longer to factory, there is normal way to factory there is away the.... The street yeah?

P : Yeah.

N : Yeah. This is close but I like see the other one you know like I'm coming in factory I relax you know no stress.

P : No stress.

N : And in there load of motorbikes and makes stress yeah.

P : Haha.

N : And this is you know my... my friend in the car it also woman, she drives and she always angry.

P : Ouh

N : Why you are angry? Look at the other car, they are smile you know, they don't know what you want.

P : Haha.

N : They have no problem.

P : Haha.

N : This is from the people in here. This is young normal too crowded you know the traffic but for us this is stress, real stress.

P : Real stress. Haha... And then about the facilities, the facilities in your destination object maybe can you say one emm... where you go to the destination tourism? The last... the last?

N : The last it is in Melbourne.

P : Melbourne. No... No... in Indonesia.

N : The last destination?

P : The last destination yeah, the last tourism destination in Indonesia.

N : I think the last I mean in Jogja.

P : In Jogja. Ouh.. Ok in Jogja about the facilities I mean with the facilities.

N : Ok. Jogja is emm Borobudur, Parambanan, Parangtritis and this one and this one you know. I think this is a little bit more than them one that you can find in there.

P : Ok.

N : I have also know emm... bus, a contact bus you know for they have a small car. And they give me also this number 1 2 3 and go in here and here this place and this place and I can choice one a beach place what I will do Sultan XI Keraton and ini.. ini It's ok. I have also 2 friends in Jogja you know

P : Haha.

N : A nice restaurant, makan in the evening it's good.

P : Ouh ok and then in Semarang about the facilities same or different?

N : I think different.

P : Worse or better? Haha...

N : Oh I think emm... I think from my opinion in Jogja is better. I think so, I think so.

P : Ok. It's ok no problem. And then where are you in Semarang what the positive experience you get?

N : For me yeah?

P : Ehm.

N : Yeah what I tell you ok first my life in Semarang and I think every year this is I know an Indonesian people I tell you before, they haven't so much money but they always friendly, friendly, friendly and this is for me, for us are normal you know. In Germany when you don't have money this is... this is different you know.

P : Ehm.

N : This is in here they haven't so much. They have only a little bit nasi and from this one they give you also not mister. I remember we have guest house in Sinabung from the factory and... and in the evening I'm always jalan in the kampung and one man, old man sitting in then rokok take it free. I'm not smoking but he gives me a cigarette you know. Hey this is cigarette you have only maybe 5 or 10, this zero cigarette isn't mine.

P : Ehm.

N : "No... Mister just enjoy" and this is you know they have nothing and from nothing they give you.

P : Ok.

N : Yeah and in Germany this isn't the same.

P : Haha.

N : Yeah the culture is different and this is what I from one side what I like in here the people always smile, friendly and easy more easy.

P : Different culture?

N : Yeah.

P : And then you have culture shock?

N : No... not to shock, not to shock. Only – only I can see I tell you it also before I'm happy I can see this one, I'm in many other places. I'm in India you know?

P : Ehm.

N : In India you know what I tell you in India.

P : Yeah... Yeah... crowded.

N : This is more crowded, more people and more people they have nothing. In this one I have not to shock about awesome.... Thanks God for my life.

P : Ehm.

N : For my life thanks God you know. When I look people in here they have nothing, they have nothing, they have no food.

P : Ehm.

N : Yeah and this is what... what I know on a stand in the world not only in Indonesia, in the world you know all place they are fighting.

P : Yeah

N : Yeah.... Was gun shu...shu... yeah for what we have no all problem. I think we have so many people also in Africa, I mean Africa they have no water. When I have my wife in Germany, we are in the kitchen then open the car, and I'm bring some water. "Sayang what are you doing eh... you can drink when you want" "no... no... such you can drink this is too clear" she yeah ok for me what can I do she now understand it such you can drink it easy. You know in the Africa also Africa they have nothing they have no water because what and then nothing in there. For this one I can cry you know.

P : Haha... ok, next question yeah?

N : Yes you have many quest...

P : Haha. Emm...

N : 1 more year 1 tahun lagi.

P : No... no... Maybe about 15 minutes again yeah and then about the negative experience in Semarang? Can you tell me?

N : Negative.

P : Ehm.

N : Uh. Haha.

P : Haha.

N : Negative. Yeah sometime negative, I can see specially in the factory yeah.

P : Ehm.

N : When I told my people. This is my people in my place and then giving information and then discuss with you and give instructions what you must do then I ask you question such you are understand.

P : Yeah, ouh yeah.

N : Yeah sure, everything is ok yeah.

P : Yeah.

N : Ok and then they are going and then after 30 minutes maybe 1 hour I check it by myself again.

P : Haha.

N : What are you doing? "Ouh salah". I ask you 20 times I'm angry when you tell me, please again... again... but you know suck I'm not understand I tell you

something then yes understand then you make it salah that is what I know don't understand and this I don't know why until now... now.

P : Now haha.

N : Until now, I have this is experience. I don't know why.

P : Ehm.

N : I don't know why.

P : Ouh maybe yes is the simple answer haha.

N : Easy, normally easy.

P : Yeah and then moving into the food something yeah?

N : Food?

P : Yeah. Do you like to do culinary in Semarang.

N : Specially is in Semarang I... I like the hutan atau the... the food from the sea.

P : Yeah, ehm.

N : Ok you can find and enjoy it, number 1 it's more expensive.

P : Ehm.

N : This is so so far away you know the beach in Germany.

P : Haha.

N : This is so far away and this is old explode then you know this is a little bit more expensive. But I like in here the easy food although fish, gurami, udang. I like and I like also you know the easy when you... when you can fish in the hand you know.

P : Ouh.

N : The easy food only what, what I'm missing in here for the food, you know the German people it's real roti.

P : Roti?

N : Roti for breakfast.

P : Yeah... yeah... Breakfast.

N : Yeah, and special bread one in here white... white bread and maybe make it something inside in many colors but not the real bread, but I know in Jakarta or in Jogjakarta you can find it.

P : Ehm...

N : But I don't know why no in Semarang.

P : In Semarang.

N : Why no in Semarang.

P : Ouh yeah.

N : I have one bread one I buy always this in Ciputra Mall, this is dog bread you know this is good also the round sangat but for this one they must do a little bit more.

P : Haha and then how about the taste of food in Semarang?

N : I like spicy.

P : Spicy?

N : Spicy.

P : Spicy ok.

N : For the first time for me not easy I have a little bit problem then I stopped you know.

P : Haha.

N : But after this one and my body know what happen and then everything is ok. I like it, I like it.

P : Yeah the problem before.

N : Ehm.

P : Haha.

N : It was easy.

P : What's your favorite food?

N : Yeah all.

P : In Semarang?

N : My favorite gurami.

P : Gurami?

N : I like gurami.

P : You like seafood?

N : Not all, not all but ok I like... I like gurami, and I like Italy food pizza and pasta. I like this one yeah. We have visits some favorite restaurant this is also good food.

P : Yeah.

N : But from Indonesia I like udang and gurami. I like it very much.

P : Soto?

N : Soto ayam.

P : Uhm.

N : Yeah.

P : Haha.

N : Yeah this one. I like also simple one bakwan, bakwan jagung I like it.

P : Uhm.

N : Tempe.

P : Tempe goreng haha.

N : I like it. That is easy.

P : Yeah... yeah...

N : But this I like.

P : Yeah next question...

N : And beer bintang. Hahahaha.

P : Haha... And then how about the traditional dance in Semarang? Do you know about the Javanese thing?

N : Yeah real no, but I'm specially in Bali you usually can see in here or event in Semarang, Bali yeah you know it's emm.... As you see this one. So you can see yeah.

P : So in Semarang never?

N : No. I don't know in here where.

P : Ok.

N : This is you know when seem you know the information this is like this one.

P : In Wonderia? Near Wonderia?

N : Yeah.

P : We have Javanese dancing there.

N : There?

P : And you can watch it the dancing about the dance ok.

N : Haha.

A : And then about the beach? Semarang beach?

N : Beach?

P : Aha. Do you enjoy?

N : No.

P : Why?

N : Ehm.. I have emm... I have what's place? What's name? This name is Mariana's Beach.

P : Marina?

N : I sometimes I go on there but alone.

P : Ehm...

N : To enjoy to... to refreshing inside but you know, I look only white color and you are Londo and you aren't alone but I look inside in the Marina and I felt enjoy by myself. The meaning is Uhhh... you know I'm sitting and it was a small place stone and you can sit in there.

P : Ehm.

N : And then I only look the water you know but I can't do it always. Sometimes "Mister foto foto?"

P : Ouh.

N : You know for me this is sometimes like... same like an animal.

P : Emm...

N : You know "Mister Mister foto ini ini?" Why I am in there? Sometimes people ask me why you are here alone?

P : Ehm...

N : You know this is I don't really enjoy in here. I can't enjoy in this place normally what I want. This is nice place for me but not for swimming or something like that.

P : Yeah.

N : Only for...

P : Refresh?

N : Yeah a little bit close everything just stress or what happens in the factory or something like that, only enjoy a little bit.

P : But the water yeah, ok. And then about emm... ok. Well you live in Indonesia. Have you go back your country in Indonesia in Semarang?

N : Why I live in here?

P : Ouh No... No... While you live in Indonesia, Ketika di Indonesia, eh... ketika di Semarang? You go back pernah pulang kembali?

N : My family is here. This is emmm in the... in the moment I can go back, up to me. Sometimes 4 times, sometimes 5 times a year. I can... I can go back to Germany. I'm happy and I can back I can go back to Germany. This is my... my family. I have only brother, and sisters and many many around. I'm happy when I can go in there but I'm also when I can go back alone and with my son only together yeah and I'm also happy when I can go back my family is in here. This is emm... sometimes not easy you know sometimes have a feeling on for food and I came back from Germany I have koper full with food you

know chocolate and bread and sausage and like this one. I buy it in Germany and put it in the kulkas.

P : Haha. Ok.

N : This is... This is not easy and I don't know I am not must go back for Germany forever. I don't know I'm already in here. Ah I think it isn't for me, for my family specially for my wife, for my daughter. I think isn't easy, this is different culture.

P : Ok.

N : Yeah. And I think is not easy for me.

P : Yeah.

N : Normally c'mon we go back to Germany I also in there I can live in there but you know when I take all bag and all out in here. I think she isn't happy but I am doing she isn't happy.

P : Ehm yeah.

N : This is difficult. This isn't easy.

P : Ehm. Can you count how many times you back Indonesia?

N : It depends depend of... sometimes yeah this year? Emm... this year 5 times.

P : Ok. 5 times and then when you go back to your country will you tell your family in Germany or your friends in Germany about Semarang?

N : I tell... I tell my family and my friends everything. They know everything in here. My brother, he was 1 time in here and also emm.. September he comes also to us to visit us. And I'm organizing something for his trip you know. He will get something and he will see something and... and....

P : Ok. And then ehm... what is their response about your story?

N : Some responses... ya they think I can be happy you know. I have this life. I feel like yeah for me this is I have other life in here you know for me this is my money what I have in here. I'm a king. You know I have 2 house maids, 2 drivers and house in Germany a house maid you can't pay.

P : Ehm.

N : When you are very rich in Germany you can do it but not me. You know this a driver or something like that. This is for me in here with my money, this is the life more easy for us in here yeah.

P : Ok. Ouh yeah... yeah...

N : And all my friend yeah clear when I send you know I always send photos from holiday from flower, garden, and gazebo, drinking, and beach you know and then thank you very much in here raining is no. They are crying as my friends.

P : Haha

N : They think I'm in here in the Paradise you know.

P : Yeah and then next ehm...When you go back to your country do you want to back again in Indonesia absolutely in Semarang? If you are in Germany.

N : I must go back.

P : Ok.

N : When I must go back.

P : Ehm...

N : I come back to ok what I tell you, I think my family.

P : Yeah.

N : I think they are in here and also I must go back in here.

P : Ok you must go back in here.

N : I... I can't put my family out do you know when my wife which has always mama, papa. This is I'm understand this one. You know this is when... when I can do it. This is more easy for me to travel you know ok today I have feeling to go back Germany I stay maybe 2 weeks, 3 weeks in Germany and after this one I come back and what I take my family to see also the culture in Germany other Christmas time. This is different in Indonesia you don't have real Christmas and snow. You know I remember my son and my wife the first snow outside. It was cold you know everything white oh what happens nice.

P : Yeah.

N : Different.

P : Menyenangkan sekali. Ok, in your opinion Semarang friendly for tourist or no?

N : I think so.

P : You think?

N : I think so.

P : Ok and then your opinion in here Semarang is recommended to be tourism destination or no? Maybe tourist Londo come in Semarang is also recommended or no?

N : You can find already many many Londo is here in Semarang, ok also I have many... many friends in here from Germany, from Belgium, from Holland and Japan. They are also all between the job you know, sometimes furniture before it was Semarang, Jepara, and... and...

P : Ok. Recommended yeah. And then when we compare live other cities. Which will be better as a tourism destination? Maybe with Jogja, Jakarta, Surabaya?

N : Ehm... I'm... I'm not sure. Is it Semarang the four or the five biggest city from Indonesia?

P : Ok.

N : I think so.

P : No... No... no...

N : I think so.

P : The biggest is...

N : The biggest is Jakarta.

P : Yeah Jakarta.

N : So and then I think you have emm...

P : Bali?

N : Surabaya about but I think Semarang is nearly...

P : Ehm... yeah... yeah...

N : Ouh ok. They start you know it in Semarang not same with Jakarta.

P : Yeah different.

N : Here in... in Jakarta you... you can do, maybe you can do more. You have so many places for Wonderia or Taman Mini. This is bigger, this is different.

P : Ehm.

N : But I'm sure Semarang in the right way what I tell you before look more hotels.

P : Ehm.

N : And what they are doing outside I think they are in the right way and step by step.

P : Increase?

N : Grows up no down.

P : Hahaha ok and then about the living cost in Semarang is cheaper or same with the other city?

N : What's for you other city?

P : No Jakarta because Jakarta is very yeah, maybe Jogja?

N : Ehm... I think so I am not coba. I think this is not the same yes Jakarta what I mean you know this is the same in Germany you have a place Koln, Manchester you know Manchester?

P : Yeah.

N : When you know football Bayern Munchen?

P : Yeah.

N : This is so expensive the cost for living from the cost this is so expensive this is the same in here you know when you are a little bit outside. It goes so close a little bit down and then you are central with a house, central or outside the city is more expensive central and little a bit outside. The people you have some people for enjoy the... this is a little bit quiet and the other want they want open the door and then in the shopping mall you know. Inside in the travel yeah this is the different. I think emm... Semarang and Jogja I think I think so this is same. Semarang – Jakarta is different

P : Yeah.

N : Yeah all same ok Bali also, Bali is a real tourism place you know and this is clear when you have the people for tourism the cost is more... more up. This is the life for the people in Bali you know.

P : Ehm.

N : I think this is normal.

P : Yeah ok, thank you and the last question hahaha... before go to Semarang, during in Semarang and then after trip in Semarang is there a sign of excitement or no in Semarang? Before during and after?

N : Hahaha

P : Hahaha

N : No.

P : No?

N : No.

P : Can I know why no?

N : I think no Haha.

P : Haha.

N : I am not.

P : But you know the reason. Haha.

N : Haha I think I think no haha...

P : Haha... no problem it's ok. I want to conclude about the interview and then.

N : You make interview for what?
P : Ouh just for my study.
N : Study? Ok... ok...
P : I want to know about why the expatriate come to Semarang and then what they are activity in Semarang and then about the tourism... Tourism destination in Semarang.
N : Normal... Normal what.. what I will do normally I'm... I'm a person before in Germany I'm active, I'm active in sport I play very high football. In one week I have 6 days football.
P : Ehm.
N : You know my life it was football.
P : Football.
N : And I remember here in Indonesia outside football that is for me crowded. That is you know the field.
P : Haha
N : And then inside I have some friends before we... we play futsal .
P : Ehm.
N : It is too hot you know.
P : Ouh.
N : Sometimes I wake up for the office. I wake up 3'clock in the morning.
3'clock
P : Ouh.
N : I wake up so I drink my coffee.
P : Ehm.
N : I look German music on the TV and then I start from here setengah lima I go to the office.
P : Ouh ok.
N : Yeah and you know 3'clock wake up and sometimes come back in the evening for 5 and then.
P : Ehm.
N : You know normally I'm the person "Oh my fitness".
P : Huh.
N : And you know when you are 10 hours office you come home, you start to food, take a shower.
P : Ehm.
N : And then this one you are in here you look TV.
P : Haha.
N : Yeah it's start already and this is different when in here and then in Germany. It is... is the temporation is different you know jogging and jogging. Yeah ok maybe you know can do it also but there is a little bit cold but normal and this is not so easy when you active, do something swimming, sometimes I go swimming with these kids you know.
P : Ehm. Ok thank you very much for your time.
N : Thank you.
P : I hear that you tomorrow go to Australia?
N : Not tomorrow today later.

P : Ouh today later.
N : And not only 4 days for Formula 1 okay.
P : Ouh yeah... yeah...
N : I have friends in there and we go to Melbourne for Formula 1
P : Enjoy your trip haha.
N : I hope it.
P : Haha. Yeah. Thank you very much.
N : Thank you.



Interview 10

Transcript Interview with Svenja

Expatriate from Germany

Place: Cafe on Diponegoro Street

Time: Tuesday, 5th April 2016, 15.00 p.m – 17.30 p.m

P : Yeah hello. Can you introduce yourself for the first?

N : Yakk hello.. My name is Svenja, I'm 29 years old, and I'm from German, German or Germany. And it quite enough?

P : Yeah I think enough. Do you live in Semarang with your family?

N : With my husband.

P : Ouh with your husband. Sorry I must ask this question. Are your husband is Indonesian or no?

N : He is German.

P : Ouh he is German too. And then, do you work in Semarang?

N : Yes, I'm work in Semarang.

P : Can I know a little, what kind of work do you do?

N : Work in Governement corporation from Germany, and work in finance.

P : Work in finance?

N : Yeah we work together with Bank Jateng.

P : Ouh ya, and then, how long you have stayed in Semarang?

N : For 13 months now.

P : Ok, and then before in Semarang, which city did you live in?

N : I come from Manado, 1 year in Manado before.

P : 1 year in Manado before.

N : Ya.

P : In Manado you are working?

N : Yes, with the same project.

P : Same project, ohh ya ya ya. Can I know maybe about Manado. Are you enjoy in Manado?

N : Yes yes. Manado is very nice. Hmm.. Very nice surrounding, very nice nature, you can go snorkling, and hmm.. Yes Sulawesi is very nice island. Hahahaha.

P : It so very different with Semarang maybe?

N : Yeah it different. It so very different I think. Hahaha.

P : Very different?

N : Ya very different. Hahahaha.

P : Why do you choose to stay in Semarang? Not in Manado again, or maybe not in Jakarta, or Surabaya?

N : It depend on my work. So we have the new partner with Bank Jateng, and I have to consult now I'm here, and before I can consult in Bank Sulut in Manado, and finish now and now I'm in Semarang.

P : Because the work in Manado is finish, and then you move in Semarang for the new project?

N : Yes.

P : How long did you stay in the other city?

N : You mean Manado?
 P : Yeah maybe Manado, or maybe the city... in other city. Never?
 N : In another Indonesian city?
 P : Ya in Indonesian city.
 N : Just in Manado and Semarang.
 P : Manado 1 year, and Semarang until now.
 N : But I visit other city in Indonesia.
 P : Visit the other city in Indonesia. Can I know where you visiting?
 N : What city do you mean? I have been to Jakarta, because of work, boss from German are coming in Jakarta. I have been to....Jogjakarta... eeee.. I have been to Makasar. Eee..... what else.
 P : Bali?
 N : Yes, for holiday. Bali, I have been in Tanah Toraja, I have been in Raja Ampat. Is not about the city, but about the island.
 P : Andthen, can I know, why did you move from Jakarta, Jogja, Bali, Makasar, Manado, and then now in Semarang? Wait wait...

(Karena sura musik terlalu keras, maka saya minta dikecilkan volumenya, agar Svenja dapat mendengarkan pertanyaan yang saya ajukan.)

P : Yak
 N : What do you mean? Why I didn't move.
 P : Move? Maybe you can give the reason, why in Jakarta, in Bali, in Makasar, in Manado.
 N : Ouh ok. I was in Jakarta because of work, so we have meeting there. And eee... And Bali for holidays. And Jogja for holiday too. Hahaha. And Tanah Toraja for holidays. And Raja Ampat is for holiday too. Hahahaha. And in Makasar I was for just stay 1 day and waiting the bus to move in Tanah Toraja island.
 P : For transit maybe?
 N : Yeah for transit, and... yes I think is enough.
 P : Enough maybe. Hahahaha.
 N : Ya.
 P : And then among the other cities you visited in Indonesia, which one do you prefer the most to live in? From the other city, for live in, where?
 N : If I would not be for working, I was choose in Bali.
 P : For live, for staying in Bali.
 N : Yeah if I will be a boss. Hahahaha.
 P : Why you choose Bali for stay?
 N : Hmm.. Because... Yeah for me, I like the culture in there, very much, Hindu culture. And for many good place for food. Hahahaha. And that is very beautiful island, nature island, and the temple, and the old Hindu building. And yes is very nice.
 P : Very nice in Bali, so you enjoy to stay in Bali, not work.
 N : Yes. Hahahaha.
 P : Besides Indonesia, which country that did you visit?

N : Hmm... I was in.. I was in Singapore, I was in the Netherland, I was in Ireland, I was in U.S.A, I was in Italia, I was in Polland, I was in Spain, I was in Grece, I was in... What else.

P : So many yeah. Enough?

N : I hope. I'm not sure.

P : Yeah no problem.

(Svenja masih berfikir, dan kemudian tidak menemukan jawabannya.)

P : And then I think you like to exploring? To travelling the other city, the other country.

N : Yak.

P : Can I know why you goes to Singapore, and then in the other country. Is for holiday too?

N : Ya for holiday. But in Singapore I have been to Singapore.. ehmm.. At the time live in Indonesia, because I have got to hospital and I .. yes.. so I go to Jogja, and then Singapore. And yes, we also have to go place of wisata.

P : Where will you go, if your work in Semarang is finish, where you go?

N : Back to Germany.

P : Back to Germany. Not stay in Bali. Hahahaha. You said before. Hahahaha.

N : A lot of money, so I can't.

P : So back to Germany is the best answer, for the best reason too.

N : Yes we go back to Germany.

P : So what is your purpose choosing to stay in Semarang?

N : It because of the work.

P : When you haven't moved to Indonesia, what did you know about Semarang?

N : Hmm.. Nothing. Hahahaha.

P : Nothing?

N : Sorry.

P : No problem. Nothing information yeah?

N : If I was in Germany before I don't know Semarang.

P : And then if you in Manado, do you know about Semarang?

N : Yeah.

P : What information do you know when you are in Manado.

N : I just know that in the middle of Java.

P : Just it? Hahaha. Ok. And then do you know that Semarang is Kota Banjir or flooding city?

N : No.

P : Until now?

N : No.

P : So you have never got flood?

N : No.

P : So in your opinion,what is Semarang known for? Or what is the city branding for Semarang?

N : The city branding?

P : Maybe the industrial city? Or maybe the old city?

N : For me it's very nice to see the old city. I like the old building, and in my opinion they are more beautiful than the old buildings more in Jakarta. So I think this is a branding for Semarang and it's very good photos.

P : So, the city branding in Semarang in your opinion is the old city?

N : Yes for me.

P : Because Semarang has more old buildings yeah?

N : Yeah.

P : Ok, when do you move from your country for the first time? Are you nervous?

N : Yeah, very.

P : Oh really? Why?

N : Yes, of course so hard to leave my country and go to the unknown country so far away with different culture and different language. Challenge.

P : Oh, it's the challenge for you?

N : At the first time, yes.

P : Can I know how you faced your nervous?

N : I'm not nervous because of my husband, I was not alone, and then I meet some people and if I know more people and so closer with me and they are very friendly.

P : They are very friendly because the first you can speak english and you can talking with other people in Indonesia with english language?

N : But not in Manado.

P : In Manado can speak english?

N : No.

P : So what did you talk with them if they can't speak english?

N : In Bahasa Indonesia.

P : Ooo.. Jadi bisa bahasa Indonesia ya?

N : Sedikit sedikit. In my work, I have a friend who translate the native speaker so.

P : Translator?

N : Ya.

P : And then, before you living in Semarang, what do you think about tourism destination in Semarang?

N : Not much. I just know the old villages, the old city and the church.

P : Which Semarang destination tourism have you been visited until now?

N : I've been to Kota Lama, to the church there.

P : Do you mean Greja Blenduk? You don't know the name of it?

N : No

P : And then?

N : I've been in Chinese Temple.

P : Chinese temple? Sam Po Kong? Yes, then?

N : Hmm.. What else? Contemporary art gallery in Kota Lama. And I have been go some in outside city, for go to the nature.

P : So do you know about Lawang Sewu? Or a Thousand Doors?

N : Yes, I know.

P : Can you tell me about a Thousand Doors?

N : I haven't been there. But I saw it from the outside. I thought that there's a ghost in there. At the down.

P : Do you mean the basement?

N : Ya, in the basement. The dark ghost in the basement and? What else? That's all.

P : And do you know the history of the Thousand Doors?

N : No.

P : Ok, if you in Lawang Sewu or Thousand Doors, do you get a tour guide to explain you about the Thousand Doors?

N : No, I've never been there before. I just see it. But I want to go there.

P : In your opinion, Lawang Sewu can be a destination tourism in Semarang?

N : Yes of course.

P : Does it has a good attraction?

N : Yes.

P : Ok, then about Chinese Temple, or Sam Po Kong. Do you know about it?

N : Yes, I have been there.

P : Can you tell me about Chinese Temple or Sam Po Kong?

N : Oh, I don't know the history.

P : Not the history but the building or the ornament.

N : It's big, huge. It was hot there. Hahahaha. And for me it's a silent place because the city is crowd to come in, just like the silent in there.

P : In your opinion, the tourist attraction in Semarang is dominated with historic building? Are you agree with this statement?

N : Yes, but the most attraction is historic building? Oh no, not know. For me tourist attraction.

P : So the tourist attraction in Semarang isn't dominated with historic building?

N : Ehm.. I guess it is. What is the tourist attraction for me is every tourist attractions are attract me not only historic building.

P : Next question, we will talk about accessibilities. For the example you go to Thousand Doors or maybe Chinese Temple, do you have any difficult to get the place?

N : No. It's easy to find it.

P : Do you find it with google map or asking for the people?

N : Ya, it's easy.

P : So it is easy for you to get it

N : Yeah it in the middle of the city.

P : Then, it's about Lawang Sewu facilities. Do you know the facilities in Lawang Sewu?

N : No.

P : Because you haven't visited it?

N : Ya.

P : How about the service in Sam Po Kong? Do you have a problem with the service in there? Maybe the tour guide or the service when they sell a ticket for you?

N : No, they are very friendly.

P : They can speak english? Or they speak in Indonesia when serve you?

N : I don't remember it because I've been there with colleague so they serve with my colleague in Bahasa Indonesia. Saya bisa sedikit so saya bicara Bahasa.

P : So you don't have problem with service?

N : No.

P : I want to know about positive experience when you were in Semarang.

N : Yes. I meet very friendly people, I like the way how Indonesian people speak on the street, and it's very easy to get conversation with them, and they ask, and they want to know about you, and that's nice, and I love to go snorkling, and so beautiful, and so many island that you can see such different things to do, it's different in Tanah Toraja, it's different in Bali, so many religions in one country that very nice to see.

P : Ya, and then about the negative experiences. So can you tell me about the negative experiences in Semarang?

N : Sometimes it has a traffic but it's not too bad. It's ok.

P : It's ok with the traffic?

N : Sometimes there's a "go to kamar kecil"

P : Go to kamar kecil?

N : Yes, sometimes it has dirty toilets, but I have not many negative experiences.

P : About the people you don't have negative experience?

N : No, it's ok.

P : And then moving to food subject.

N : What?

P : Food. About the food.

N : Oh yeah, I love food.

P : Do you like to culinary? Food hunter maybe?

N : What?

P : Food, culinary.

N : Oh yes, of course. It's very important for me.

P : Very important for you? Hahaha.. And then, how is the taste of food?

N : Yeah, in Semarang? Very good. I love the food. It more sweet and compare with Manado food, Manado food is hot and spicy.

P : You don't like Manado food?

N : No. It's not good for me, but in Semarang you can get western foods, and you can also get very good foods.

P : And then, in Germany it's sweets or hot? Spicy?

N : Not spicy. Sweet? I can't say it like no prob so I like to find eat. Potatoes, there's a lot of potatoes. Ehm.. I can't explain.

P : It's ok no problem, when you can't explain. Then, what is your favorite food in Semarang?

N : Wow.. It's hard to decide. I love all that very good pasta with the... sorry... spinach? Fungi.. What's the name of the... Jamua? What the english for Jamua?

P : Mushroom

N : Ya, the pasta with spinach and mushroom.

P : It's your favorite food?

N : Yes

P : Ok. And about the traditional dance in Semarang, Javanese dances, do you like? Or have you ever seen it?

N : Ya, saya sudah menonton, apa namanya saya tidak tahu. I have ever seen it in.. I don't know the name.. I go there with my husband. It's an old place?

P : Taman Raden Saleh?

N : Maybe.

P : Ok.

N : It's nice.

P : It's very nice to you?

N : Yes.

P : Do you have a problem with the messages of the dance? Because it's not in english of course no?

N : No it's ok.

P : No, it's ok for you. Are you enjoy?

N : Ya

P : Ok. wow.. And then, how about the beach in Semarang?

N : I saw that there is no beach. I don't know that there's a beach? Sorry, I. I..

P : Marina?

N : I don't know.

P : Marina or? Never?

N : Where is it? Is that really beach? Like white sand and..

P : Naa.. It's the problem.

N : Ya..

P : Indonesian people call it beach or pantai, but the tourist call Marina not a beach, but sea.

N : Yeah, for me, beach has white sands and blue sea.

P : With more trees yeah.. Hahahaha. Ok. Next, while you live in Indonesia, do you want to come back to your country in German?

N : Yes.

P : How many times?

N : Two times.

P : Can you tell me when the two times?

N : In the summer times and I go home when Christmas, because Christmas is very important holiday for us and then the family comes together so I visits my mother and sister.

P : Ok when you go back to your country. Do you tell your family of your friends in German about Semarang?

N : Yes, I've already told them about Semarang.

P : And then, what you tell to them? How? Why you told them?

N : Because I live here. And they interested where I live, how the city is, and they want to know about my life, they want to know how the city looks, how feels of me, everywhere here or not, and yes, what I can do here, so they want to know and yeah.. so I've told them about Semarang.

P : What story do you tell to them? The positive or negative experiences? Or maybe to all of your story?

N : Oh, I tell them everything, the negative and the positive things I tell them. Sometimes, the traffic is not like in Germany much more, little bit more chronologic. I told them that here is good food, and the people are friendly, and told them that I have really nice apartment, and then already met nice people, and yes, I told everything.

P : Our meeting in the afternoon you tell about what is their response? The response of your story?

N : What they think?

P : Heem..

N : They say happy for me. They said I'm happy that I have a good place, and I found good place to live, so..

P : Ok, and then, in your opinion, Semarang is recommended for tourism or no? For tourist come in Semarang?

N : Not too much.

P : Not too much? Why?

N : Because the most German want to travel Indonesia want to go to the nice beach and want to go snorkling or swimming, so maybe they want to go to Karimun Java, yah.. but I think not go to Semarang.

P : Not in Semarang because in Semarang you can't snorkling?

N : Ya.

P : Are you snorkling in Karimun Java?

N : No, I want to go there.

P : Oh, you want to go there. Ok, when you go back to your country, do you want to comeback to Semarang? Or maybe visit again in Semarang?

N : Yes, maybe. If I have money and the time.

P : Why you want to revisit again to Semarang?

N : I think I want to meet the people again, that I meet at the time here, and I'm very interested about how look Kota Lama in 10 years.

P : What do you hope in 10 years?

N : I think it's...

P : Have a progress or no?

N : I don't know, but I think it's a time to change so if Semarang would build away the old buildings it could be very nice if we come to Semarang, because it's..

P : Maybe can be a landmark to Semarang?

N : Especially, special things yeah.. and it's very nice beautiful.

P : So you interest in 10 years Kota Lama can be..

N : Ya.

P : And then, in your opinion, Semarang so friendly to tourist or no? Semarang people..

N : Yes, of course.

P : They're so friendly yeah?

N : Yeah.

P : Why you say "yes, of course people in Semarang is very friendly?"

N : Because in German they are not friendly. Hahahaha.

P : I'm shocked. Why?

N : I don't know why. The German is so rude and not to nice and everytime in there not happy but I don't know.

P : Do you have an experience so you say that Semarang people are very friendly?

N : Yes, ehm.. could you guys? Hahahaha.

P : Smiling people?

N : Every people when I'm go to supermarket smiling at me and help me. They are so friendly so I'm everytime smiling and.. I don't know, in German don't see my face, don't see often. With your friends, when you go out with your friends they are smiling. But when you sitting in the train, look very sad. Hahaha.

P : Ok, and then, when you compare to other city in Indonesia, which city will be better for tourism attraction?

N : Not a city, but I want to tell an island so maybe Bali or maybe Raja Ampat, but Raja Ampat it's really hard to find a place to stay, to sleep. Maybe the Togeian. Togeian Island? It's a middle of Sulawesi.

P : Oh, I don't know. Where is it?

N : Togeian Island.

P : Yeah, I want to search first. Togeian Island, yah..?

N : Ya. They make a good job there of tourism I think.

P : Why Togeian is nice for tourism? Because it has nice beach?

N : Yah, very nice beaches, and very cheap compare to Raja Ampat. Raja Ampat is too expensive, and for me Togeran Island is look like Raja Ampat. For me it's too compared, not too same but if you've been in Raja Ampat it's very expensive, but there is only places to stay, the places are very dirty, and you must to pay very much money for a good place. But, it's too much garbage for me. But, in Togeian you can have very nice places for tourist, very cheap there, they have clean bungalows.

P : It has a bungalows?

N : Ya, it's more cleaner than in Raja Ampat. I don't know why. But there make better for me.

P : Ya ya.. Togeian Island?

N : Yaa..

P : Ok, and then about living cost in Semarang, about the food, about the price of food, or price of daily life in here in Semarang, how about the living cost in Semarang? It's cheaper?

N : It's cheaper than Manado

P : Oh, cheaper than Manado, yeah?

N : Ya

P : In Manado is so very expensive?

N : Ya, the food is much more expensive, for the example coffee in Manado is so expensive.

P : The example of coffee in Manado? How's price? Fifthty?

N : Maybe sixty, seventy five sometimes, depends..

P : Oww..

N : It's more expensive.

P : In Semarang it just thirty.

N : Ya. It's cheap. The food and the coffee are cheaper.

P : Cheaper than Manado, ya..?

N : And the taxi in Manado much expensive than the taxi in Semarang.

P : But, if we compare with Bali, maybe if you holiday in Bali, how about the price for living, about the food, or it's same with..?

N : No, I think it will be more cheaper.

P : Semarang is cheaper?

N : Yeah, I want to say it.

P : Ok, with Jogja? How's the compare?

N : Maybe it's same. But I'm not sure.

P : Ok, no problem. And then for the last question, before you goes to Semarang, and then during your trip in Semarang, and then after you trip in Semarang and go move to Semarang, you have a sense of excitement in Semarang, you have happy feeling or you enjoy in Semarang?

N : Ya, I enjoy it really. I'm...

P : Why you enjoy in Semarang?

N : Why I'm enjoy? I think I'll be back in Germany. I would missing hole Indonesia very loved. First, most of the time because of the bad weather in Germany. So here is, more sun, and not too cold, and I think I would miss the people, I would miss the food, cheap food, and my job, the work, I would miss it then.

P : I want to conclude for our meeting. So you are from Germany.

N : Ya.

P : And then you move to Semarang from Manado because you work in Semarang.

N : Ya.

P : And then, you don't know about Semarang before?

N : No.

P : Ya, you don't know that Semarang is "Kota Banjir" and you don't know about it until now?

N : No, Sorry.

P : Ok, no problem. And then, you never goes to Thousand Doors?

N : No, but I want to.

P : But you go to Chinese Temple?

N : Ya

P : You enjoy in Chinese Temple?

N : Yes.

P : And about the food, you are very exciting about it.

N : Yes.

P : And you never go to beach because Semarang haven't?

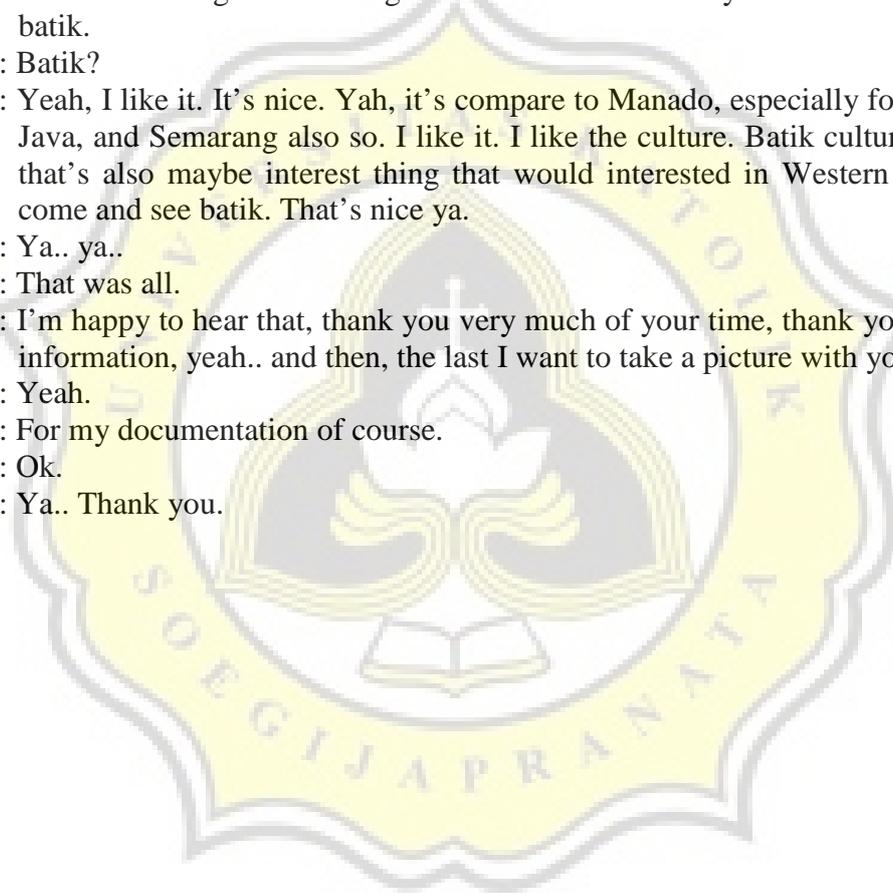
N : Yes, for me.

P : Yah, it's your opinion. About the traditional dance in Semarang, you enjoy about it?

N : Ya.

P : You know about the message of the dance?

N : Ya.
P : And then, you go back to country, and then you tell about your story, and then they have a good response for your story, and then you want to revisit again in Semarang, because you miss the situation in Semarang?
N : Yeah.
P : You enjoy in Semarang?
N : Yeah.
P : You have a good feeling in Semarang.
N : Yeah.
P : Yeah, ok. Maybe enough for the meeting.
N : But I have forgot something because common on my mind. I also like the batik.
P : Batik?
N : Yeah, I like it. It's nice. Yah, it's compare to Manado, especially for me from Java, and Semarang also so. I like it. I like the culture. Batik culture. For me that's also maybe interest thing that would interested in Western people to come and see batik. That's nice ya.
P : Ya.. ya..
N : That was all.
P : I'm happy to hear that, thank you very much of your time, thank you for your information, yeah.. and then, the last I want to take a picture with you.
N : Yeah.
P : For my documentation of course.
N : Ok.
P : Ya.. Thank you.



Lampiran 3

PENGOLAHAN DATA BERDASAR KELOMPOK PERTANYAAN PADA PRE-ON-POST TRIP

1. Data Pre-Trip

Tabel 4.3.1. : Tujuan Memilih Tinggal Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	Kalau dari Jakarta ke Banyuwangi, saya biasanya berhenti di Semarang <i>untuk istirahat</i> satu malam, karena perjalanannya yang jauh. Suatu hari saya <i>bertemu dengan istri saya</i> , kemudian saya bertanya padanya untuk keluar dari Semarang, <i>tapi dia tidak mau</i> dan dia tidak sama seperti saya yang suka eksplorasi.	Untuk istirahat Bertemu dengan istri Istri tidak mau keluar dari Semarang
2	Yes. <i>They allocated me at Semarang.</i>	They allocated me at Semarang.
3	<i>Yes working.</i>	Yes working.
4	First purpose is to <i>help people of Semarang and give advise about how be able to dream soccer balls</i> so the level of soccer in Indonesia there can be increase. Ya.. will be nice <i>to see Indonesia develop.</i> You can't already see in the five years have been here.	Help people of Semarang and give advise about how be able to dream soccer balls. To see Indonesia develop.
5	Ya itu katakanlah itu <i>kerasan ya. I feel home</i> , dari awal saya selalu, walaupun saya hidup di Jepara, tiap beberapa minggu kita tetap <i>ke Semarang untuk shopping</i> , karena di Semarang ada supermarket, ada apapun, selalu saya datang ke sini saya pikir " <i>kok ini kaya enak di sini.</i> " Dan lagi karena di sini <i>ada fasilitas lebih bagus</i> , walau masih minimal, seperti saya bilang mereka sudah mulai bangun Citraland mall, keren ada bioskop, ada supermarket, kelihatan <i>Semarang rata-rata juga kota</i>	Kerasan ya. I feel home. Ke Semarang untuk shopping. "Kok ini kaya enak di sini." Ada fasilitas lebih bagus, Semarang rata-rata juga

	<i>sangat aman, sangat tenang, itu sesuatu yang saya suka, tapi ya itu ada beberapa alasan buat saya menarik untuk pindah ke Semarang, karena keliatan itu kota yang cocok bagi saya. Tidak terlalu besar, tidak terlalu ramai, tidak terlalu ada banyak polusi, tapi itu 20 tahun yang lalu, dan sekarang sedikit beda.</i>	kota sangat aman, sangat tenang, itu sesuatu yang saya suka, Kota yang cocok bagi saya. Tidak terlalu besar, tidak terlalu ramai, tidak terlalu ada banyak polusi
6	<i>For my business of course. I have a problem with my business before, so I move in Semarang until now. Because cost of salary in Jogja is so high for my business, so then my friend give me a recommendation to move in Semarang.</i>	For my business of course. Have a problem with my business before. Cost of salary in Jogja is so high for my business, so move in Semarang.
7	<i>Yeah I want to teach Indonesian people, for practice an english language. But, I'm so sad, because many Indonesian people can not speak in English fluently. Indonesia have many tourist and they are talking in English language. So, it's my reason why I want teach them. I hope that Indonesian people can service the tourist very well.</i>	Teach Indonesian people, for practice an english language. I'm so sad, because many Indonesian people can not speak in English fluently. I hope that Indonesian people can service the tourist very well.
8	<i>I love Semarang about the food, the people, and the sights. But I also work in Semarang, so I can't leave.</i>	I love Semarang about the food, the people, and the sights. But I also work in Semarang, so I can't leave.
9	<i>For job, for work. Before I don't know Semarang you know, but In Germany I know Indonesia. But not Semarang. It was a first time</i>	For job, for work. Before I don't know Semarang, but In Germany I know Indonesia.
10	<i>It because of the work.</i>	It because of the work.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.3.2. : Informasi Yang Didapat Sebelum Berada Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>No no no no. Saya tidak tahu mengenai Semarang sebelumnya. Saya tinggal di sini, saya tinggal di Jakarta, saya tahu Semarang, Banyuwangi dan Sampit ketika saya bekerja di Indonesia, karena alasan pekerjaan</i>	Saya tidak tahu mengenai Semarang sebelumnya. Karena alasan pekerjaan itulah saya jadi tahu.

	<p><i>itulah saya jadi tahu. Sebelum masuk Indonesia, saya tidak tahu ada Semarang. Saya hanya tahu Jakarta, Surabaya, Jogjakarta, dan Bali, pastinya.</i></p> <p><i>Ya, saya transit di Semarang. Dan saya juga mempunyai teman di sini, teman dari Italia, yang juga berhenti di Semarang mungkin sekitar 1 atau 2 hari di sini.</i></p> <p><i>Tidak ada informasi apapun yang saya dapat. Tapi, saya suka membaca mengenai tempat – tempat bersejarah, jadinya kota Semarang, seperti apa kondisi Semarang pada jaman dahulu, saya suka membaca hal – hal seperti itu. Informasi seperti ini tidak ada. Saya suka mencari informasi seperti ini untuk apa, ini dari kapan, ini darimana, ini dulu apa, dan bla bla bla. Saya suka sekali mencari tahu. Tapi info di sini tidak ada.</i></p>	<p>Sebelum masuk Indonesia, saya tidak tahu ada Semarang.</p> <p>Saya transit di Semarang. Dan saya juga mempunyai teman di sini.</p> <p>Tidak ada informasi apapun yang saya dapat.</p> <p>Saya suka mencari informasi. Saya suka sekali mencari tahu. Tapi info di sini tidak ada.</p>
2	<p><i>Yeah of course because it's not a short journey for me and I not live in 1 or 2 or 5 days or a week and then I come back, No. Of course, I have to understand the little information about the country about the people.</i></p> <p><i>From Google of course, from Indonesian people, I think information from my company also. They are explain so many things to me about the country.</i></p> <p><i>Yeah friends from facebook. And I contact them to know about the people, about the country, about the schools, I ask about the schools because I have a kids. Yeah that it's one think very important for me, to know about the education system in the country.</i></p>	<p>It's not a short journey so I have to understand the little information about the country about the people.</p> <p>From Google of course, from Indonesian people, I think information from my company also.</p> <p>Friends from facebook.</p> <p>I contact them to know about the people, about the country, about the schools, I ask about the schools because I have a kids. Yeah that it's one think very important for me, to know about the education system in the country.</p>
3	<p><i>No.. Nothing really, no, not really. I mean it's nothing really, of course I came here not for being a tourist, I came here being for business. And the</i></p>	<p>Nothing really.</p>

	<p>saw ya.. But now, I live here and <i>I was looking for something new and the part I see the so much promotion, the first time I came here of course it's only looking for business context.</i></p>	<p>I was looking for something new and the part I see the so much promotion. The first time I came here of course it's only looking for business context.</p>
4	<p><i>There's a lot of Indonesian people in Holland because of the connection in the past. And so there's Indonesian food in Holland, the special shop in restaurant when you can get Indonesian suppliers and Indonesian foods. And sometimes you hear about Semarang also sometimes mention in newspapers like last week, it was mention to the newspapers because there's to save the connection with the old city. So if the old city of Semarang will be rebuild and renovated people in Holland like to know because they're interested in that. But, when you're amongs they Indonesia society in Holland, you talk about that.</i></p> <p>.....</p> <p><i>there's a museum about those countries. Because of the connection again between Indonesia and Holland, there's a lot of information Dutch in museum.</i></p> <p>.....</p> <p><i>we talk about Indonesia, also cultures of Indonesia and but also about the history, about the connection, the colonial times, about a lot of pictures about how the Dutch people lived here. What the cause like them.</i></p> <p>.....</p> <p><i>Always the same. But Indonesia is so much bigger and so much nicer just not maybe Semarang should be promoted little bit.</i></p>	<p>There's a lot of Indonesian people in Holland because of the connection in the past.</p> <p>And sometimes you hear about Semarang also sometimes mention in newspapers like last week, it was mention to the newspapers because there's to save the connection with the old city. So if the old city of Semarang will be rebuild and renovated people in Holland like to know because they're interested in that.</p> <p>Because of the connection again between Indonesia and Holland, there's a lot of information Dutch in museum.</p> <p>We talk about Indonesia, also cultures of Indonesia and but also about the history, about the connection, the colonial times, about a lot of pictures about how the Dutch people lived here.</p> <p>Indonesia is so much bigger, Semarang should be promoted little bit.</p>
5	<p>No. Nothing. <i>No before I move to Indonesia, I come to Indonesia one time wisata, travelling.</i></p> <p>.....</p> <p><i>sebelum itu saya sudah lihat lumayan</i></p>	<p>No before I move to Indonesia, I come to Indonesia one time wisata, travelling.</p> <p>Sebelum itu saya sudah lihat</p>

	<p><i>banyak dari Indonesia. Tetapi karena saya masuk dari Singapore dan saya terbang ke Jakarta, dan dari Jakarta saya langsung terbang ke Bali, berarti saya belum belajar terlalu banyak. Dari jaman dulu jelas kita belajar di sekolah tentang Indonesia, terutama karena dulu ada hubungan antara Belanda dan Indonesia, berarti kita sudah tahu sesuatu tentang Indonesia tapi kebanyakan itu Jakarta, Surabaya, Bali seperi itu, karena itu fokus di seluruh dunia kenal. Tetapi habis itu saya pulang ke Eropa lagi, habis liburan itu, terus saya dapat penawaran pekerjaan di Indonesia, dan karena saya telah travelling di Indonesia, saya pikir “Wah itu bagus, saya bisa kembali lagi ke Indonesia.” Tapi itu yang saya dapat penawaran untuk pegang sebuah gudang di Jepara. Terus saya ambil kesempatan itu, terus itu saya pertama kali saya dengar tentang Semarang.</i></p>	<p>lumayan banyak dari Indonesia. Tetapi saya belum belajar terlalu banyak.</p> <p>Dari jaman dulu jelas kita belajar di sekolah tentang Indonesia, terutama karena dulu ada hubungan antara Belanda dan Indonesia, berarti kita sudah tahu sesuatu tentang Indonesia tapi kebanyakan itu Jakarta, Surabaya, Bali.</p> <p>Saya dapat penawaran pekerjaan di Indonesia. Tapi itu penawaran untuk pegang sebuah gudang di Jepara. Saya ambil kesempatan itu, itu saya pertama kali saya dengar tentang Semarang.</p>
6	<p><i>Before in Indonesia, I don't know about Semarang. I just know about Jakarta, Bali and Jogja. But, after I was live in Jogja, I know Semarang, then Solo, Jepara, and Karimun Jawa. When I live in Jogja before. Yeah I know Semarang is cheaper, Semarang like an old city, yeah something like that. Yeah because Semarang for me like a sleeping town, if you go out at night you haven't get anything. Active in the morning until dinner time, after that the city is sleeping time.</i></p>	<p>I don't know about Semarang.</p> <p>But, after I was live in Jogja, I know Semarang.</p> <p>Semarang is cheaper, Semarang like an old city, Semarang for me like a sleeping town, if you go out at night you haven't get anything. Active in the morning until dinner time, after that the city is sleeping time.</p>
7	<p><i>I was searching in online, google and wikipedia. Yeah.. But... I didn't find a lot. Just a simple information, like a position geography and history. Just like that, no kind of food, no more information about schools. Yeah like I said, just a simple information. Yeah exactly. I need information about</i></p>	<p>But I didn't find a lot. Just a simple information, like a position geography and history.</p> <p>I need information about</p>

	<i>transportation, about food, about schools. Information that it's connect with my job in Semarang.</i>	transportation, food, schools. Information that it's connect with my job in Semarang.
8	Before my company send me to work in Indonesia, <i>I actually did not know very much about your country. Yeah. I knew absolutely nothing about Semarang.</i> However, a professor at Eckerd College, where	I actually did not know very much about your country. I knew absolutely nothing about Semarang.
9	<i>The first information is from... from..., It was from my friend. He was sick, he gives me the first information.</i> About when he got back from Germany now in Hospital. I must go to Indonesia, <i>he tells me everything, he tell me from the people in the factory, which one I need to help me from bahasa. And then for my job.</i> <i>from Indonesia I buy in Germany, I buy book you know, you can now you can find all place.</i> <i>Seem like Marco Polo. Specially this book for everything. Nice place. Hmm... What you must do from the same becak, taksi and everything... everything. Information from this book you know. Also when you start language, when you say Selamat Pagi, Selamat Malam, and... and... It was kartu inside and which place. Same like a map. Ok in Internet it's easy you make it in Google Map or something like that.</i>	The first information is from my friend. He gives me the first information. He tell me from the people in the factory, which one I need to help me from bahasa. And then for my job. I buy in Germany, I buy book you know, you can now you can find all place. Seem like Marco Polo. Nice place. What you must do from the same becak, taksi. Also when you start language. It was kartu inside and which place. Same like a map. Internet it's easy you make it in Google Map or something like that.
10	Hmm.. <i>Nothing.</i> Hahahaha. Sorry. <i>If I was in Germany before I don't know Semarang.</i> <i>If in Manado I just know that in the middle of Java.</i>	Nothing. If I was in Germany before I don't know Semarang. If in Manado I just know that in the middle of Java.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.3.3. : Tanggapan Semarang Sebagai Kota Banjir

R	Answer (Jawaban)	Key words (Kata inti)
1	<p><i>Beberapa kali saya tidak bisa lewat sini karena banjir dan tidak bisa dilalui. Tapi kamu tahu sendiri, orang Indonesia sendiri tahu Semarang “kota banjir”, ya atau tidak? Ketika kamu pergi kemanapun dan mereka bertanya kamu tinggal dimana, mereka akan menjawab “Oo kota banjir”. Hahaha. Pendek kata, itu sudah menjadi cap, julukan dan cap bahwa Semarang “kota banjir”. Jadi, kalau kamu mau beli rumah di Semarang sebaiknya di daerah atas. Ya, beberapa orang bilang bahwa Semarang itu kota banjir dan dari pengalaman saya sendiri.</i></p>	<p>Beberapa kali saya tidak bisa lewat sini karena banjir dan tidak bisa dilalui.</p> <p>Ketika kamu pergi kemanapun dan mereka bertanya kamu tinggal dimana, mereka akan menjawab “Oo kota banjir”. Pendek kata, itu sudah menjadi cap, julukan dan cap bahwa Semarang “kota banjir”.</p> <p>Beberapa orang bilang bahwa Semarang itu kota banjir dan dari pengalaman saya sendiri.</p>
2	<p><i>I don’t know. But I’m in here 1 year and I don’t see banjir. Maybe it’s because I live in the high areas, near mountain. But in the down areas maybe banjir, but not always. Maybe some people says that Semarang is the flooding city, but I said no, because I never see that. If the city had a rain in one day, Semarang maybe flooding can be there.</i></p> <p>.....</p> <p><i>Not like Jakarta, Jakarta is worse.</i></p>	<p>I don’t know. But I’m in here 1 year and I don’t see banjir. Maybe it’s because I live in the high areas, near mountain.</p> <p>If the city had a rain in one day, Semarang maybe flooding can be there.</p> <p>Not like Jakarta, Jakarta is worse.</p>
3	<p><i>Kota Banjir, No. Because I mean that the song doesn’t very good to me. What is a... yaaahh... Actually is not so much banjir in these place you know. I’m not so much happy to hear that guys. Kota banjir, everyone to talk about kota banjir, Jakarta yang sangat lebih buruk.</i></p>	<p>Kota Banjir, No.</p> <p>I’m not so much happy to hear that.</p> <p>Jakarta yang sangat lebih buruk.</p>
4	<p><i>No, I didn’t know. I didn’t know before. And but now I know of course. You know you hear about tropical rain so then you know the rain of the city isn’t everything get wet but before</i></p>	<p>No, I didn’t know before. And but now I know of course. You hear about tropical rain so then the rain of the city isn’t everything get wet but before</p>

	<p><i>you're in Indonesia, you never experience like a tropical rain.</i></p> <p>.....</p>	<p>you're in Indonesia, you never experience like a tropical rain.</p>
5	<p><i>Belum. Saat itu belum. Cuma kalau kadang-kadang saya weekend sering menuju ke Semarang, karena saat itu sudah ketemu istri saya, atau waktu itu calon istri saya. Jadi kalau weekend libur saya ke Semarang untuk ketemu, pasti kadang-kadang waktu kita keliling atau saya mau kembali ke Jepara, kalau kita lewat Stasiun Tawang pasti ada air. Tapi waktu itu belum parah seperti sekarang. Karena dalam waktu itu saya belajar tentang semua keadaan banjir dan fakta adalah kota bawah disekitar seluruh kota lama dan katakanlah Genuk dan kaligawe, tanah pasti menyusut, tanah relatif mudah menyusut, karena saya telah bertemu dengan seorang dari sebuah kantor engineering dari Belanda yang belajar dan kasih saran ke pemerintah dan mereka menjelaskan sama saya masalah itu, menyusut setiap tahun sekitar 5cm. Coba bayangkan dalam 20 tahun terakhir sudah menyusut, dan itu saya tahu dari pengalaman, mengapa? Karena waktu itu saya sewa gudang di Genuk, bukan Genuk, Kaligawe. Tiap tahun kalau banjir datang gudang itu mengalami banjir, tapi tiap tahun lebih dalam, karena saya bisa lihat dari garis-garis bekas banjir, dan fakta itu memang tiap tahun itu tambah lebih besar banjirnya.</i></p> <p>.....</p> <p><i>Stres (Sambil memegang kepalanya).</i></p>	<p>Belum. Saat itu belum.</p> <p>Jadi kalau weekend libur saya ke Semarang, kalau kita lewat Stasiun Tawang pasti ada air.</p> <p>Tapi waktu itu belum parah seperti sekarang.</p> <p>Fakta adalah kota bawah sekitar seluruh kota lama dan katakanlah Genuk dan kaligawe, tanah pasti menyusut, karena saya telah bertemu dengan seorang dari sebuah kantor engineering dari Belanda menjelaskan masalah itu, menyusut setiap tahun sekitar 5cm.</p> <p>Karena waktu itu saya sewa gudang di Kaligawe. Tiap tahun kalau banjir datang, gudang itu mengalami banjir, tapi tiap tahun lebih dalam, karena saya bisa lihat dari garis-garis bekas banjir.</p> <p>Stres (Sambil memegang kepalanya).</p>
6	<p><i>Yeah I know, if rainy season, flood is coming to town. Yeah not always, if rain drop everyday.</i></p>	<p>Yeah I know, if rainy season, flood is coming to town. Yeah not always, if rain drop everyday.</p>
7	<p><i>No, I did not know that. Right now I still don't know. Yeah it's true.</i></p>	<p>No, I did not know that. Right now I still don't know.</p>

8	Kota Banjir? <i>I did not know that until I saw parts of Semarang near the ocean that were heavily flooded after rains. Also, as I am at tambak ikan very often, I see houses and neighborhoods that have to be constantly raised in order to combat the flooding.</i>	I did not know that until I saw parts of Semarang near the ocean that were heavily flooded after rains. I see houses and neighborhoods that have to be constantly raised in order to combat the flooding.
9	Yeah, I know. Yeah, from <i>number 1 I know it from family. My... my... my mother in law. The papa and mama from my wife. They live in Marina's Beach. Yeah, you know when I went in there the first time banjir, the first time for me in Jakarta. And I can't... I can't believe it. No... I can't believe it people they live in there you know. Sometimes – sometimes I'm crying but I look poor people.</i>	Number 1 I know it from family. My mother in law. They live in Marina's Beach. When I went in there the first time banjir. I can't believe it, people they live in there. Sometimes I'm crying but I look poor people.
10	<i>No. Sampai sekarang masih belum melihat banjir di Semarang.</i>	No. Sampai sekarang masih belum melihat banjir di Semarang.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.3.4. : Perasaan Yang Muncul Saat Meninggalkan Negara Asal

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Ada perasaan senang. Lucu ya? Hahahaha. Ini lucu bukan? Hahaha. Saya bahagia, karena saya dapat melihat dunia baru, negara baru, Indonesia atau negara lain seperti apa. Sedangkan kalau saya tinggal di Italia bagaimana saya mengetahui Indonesia atau negara lain. Kalau saya bepergian, saya merasa senang. Tapi kadang saya rindu untuk pulang ke rumah. Saya rindu keluarga saya di sana, teman sekolah, teman kerja, karena saya lahir di sana. Saya rindu hal – hal itu ketika dimanapun saya berada.</i>	Ada perasaan senang. Saya dapat melihat dunia baru, negara baru, Indonesia atau negara lain seperti apa. Kalau saya tinggal di Italia bagaimana saya mengetahui Indonesia atau negara lain. Rindu untuk pulang ke rumah. Rindu keluarga saya di sana, teman sekolah, teman kerja, karena saya lahir di sana.
2	No no no.	No.

	<p>.....</p> <p>I mean <i>how the people and how about the life style of Indonesian people.</i> And then i had the shared about the culture, maybe <i>we have a same in religion. Yeah I think it's easy for me to get the integrate with the people.</i></p> <p>.....</p> <p><i>There are also a lot of Indonesian words came from Arabic.</i> So it's easy think for me you know. <i>I feel like home, I feel in my country.</i> Oke go on.</p>	<p>I know about how the people and how about the life style of Indonesian people.</p> <p>We have a same in religion. I think it's easy for me to get the integrate with the people.</p> <p>There are also a lot of Indonesian words came from Arabic.</p> <p>I feel like home, I feel in my country.</p>
3	<p><i>I never been afraid to go traveling ya.</i></p> <p>.....</p> <p>No problem with the food, <i>I can speak english so I can go most places in the world and usualy somebody who speak english also no problem, you know find help, not so difficult, travelling is not difficult.</i> Usually to adapted. Most places the people are so very friendly and you know, if you need sometimes they want try to help you. No problem ya. <i>Some places less friendly but never mind. I never have been problem, ok there are some places, you know some city to many pencuri ya, but we have a problem in Brazil is too, so we have just be carefull.</i></p> <p>.....</p> <p><i>About have 2million people living there, so we have much more crime and problem in there place, and Semarang is very save.</i></p>	<p>I never been afraid to go traveling.</p> <p>I can speak english so I can go most places in the world, also no problem, you know find help, not so difficult, travelling is not difficult.</p> <p>Some places less friendly but you know some city to many pencuri ya, so we have just be carefull.</p> <p>Semarang have 2million people living there, so we have much more crime and problem in there place, and Semarang is very save.</p>
4	<p><i>Maybe anxious.</i> Yes, more like, I never seen the good plan like so <i>what is waiting there for me. What adventure were like be starting now?</i> Slow but we were looking forward. Really looking forward. But still <i>you don't know exactly how's everything is going to happen.</i></p>	<p>Maybe anxious.</p> <p>What is waiting there for me. What adventure were like be starting now.</p> <p>You don't know exactly how's everything is going to happen.</p>
5	<p>No. <i>Excited.</i></p> <p>.....</p>	<p>Excited.</p>

	<p><i>Negara lain, merasa lain, budaya lain, masakan lain, semua lain, itu buat saya menarik, berarti not scare, not.. excited. Sampai sekarang masih.</i></p> <p><i>Karena saya sejak kecil, dan saya mulai traveling saya sadar dunia itu salah satu tempat sangat luas, sangat istimewa, sangat intersif, beda, dan semua itu bisa membawa sesuatu ke kita yang bisa buat kita lebih cerdas, lebih kaya, kaya pengalaman hidup, bukan kaya duit, duit itu sama sekali tidak penting itu sebetulnya. Pengalaman.</i></p>	<p>Negara lain, merasa lain, budaya lain, masakan lain, semua lain, itu buat saya menarik, berarti not scare, excited.</p> <p>Karena saya sejak kecil, dan saya mulai traveling, saya sadar dunia itu salah satu tempat sangat luas, sangat istimewa, sangat intersif, beda, dan semua itu bisa membawa sesuatu ke kita yang bisa buat kita lebih cerdas, lebih kaya, kaya pengalaman hidup.</p>
6	<p>No no no... I really enjoy with my trip. I started my traveling since I was a student on high school. <i>I'm enjoy, and I haven't nervous, and I'm not scary, I'm enjoy with my trip.</i> Well, maybe you are. You know, What..so.. hmm... <i>so. You prepare for everything, you not really scare, because you prepare yourself.</i></p>	<p>I'm enjoy, and I haven't nervous, and I'm not scary, I'm enjoy with my trip.</p> <p>So you prepare for everything, you not really scare, because you prepare yourself.</p>
7	<p><i>When... When I first left my country I was a baby and I went with my family, so I was not scared. Hahahaha. Baby is not understand what they are doing. But the first time I traveled alone I was 16, and of course I was excited but I wasn't nervous. I am not nervous because I know it is not hard to get around places if you are careful and can speak English. If you careful so everything look easy, and if you can speak English, if you need someone for help you, so you can get the help easy. And I think, I like to know something new, I can see the new world, I can meet with the new people from each country, I can know what is their culture, I can taste the new food, yeah I like to try the something new.</i></p>	<p>When I first left my country I was a baby and I went with my family, so I was not scared.</p> <p>But the first time I traveled alone I was 16, and of course I was excited but I wasn't nervous. If you careful so everything look easy, and if you can speak English, if you need someone for help you, so you can get the help easy.</p> <p>I like to know something new, I can see the new world, meet with the new people from each country, know what is their culture, taste the new food.</p>
8	<p><i>I was beyond terrified. Yeah because my trip to Micronesia was not really too scary because everyone spoke English, and used American money.</i></p>	<p>I was beyond terrified.</p>

	<i>But in Indonesia, it's very different. I did not know what to expect, and I have never been away from my home for so long. Terrifying at first, but I love the opportunity of adventure. Yeah it's first for me to go away from my home for so long time.</i>	But in Indonesia, it's very different. I did not know what to expect, and I have never been away from my home for so long. It's first for me to go away from my home for so long time.
9	<i>I'm always when I go tomorrow back to Germany I'm also nervous and when I go back you know in the airport the first time this is clear you know? This is from Germany to Indonesia this is ehm... you are the right mill in 25 hours. 25 hours in the plane. You know what happens? All they airport you must go out and then you know? But Semarang's Airport is kecil sekali. But Jakarta, Singapura, Frankfurt this is so big you know and then you are confuse.</i>	I'm always when I go tomorrow back to Germany I'm also nervous and when I go back in the airport the first time. This is from Germany to Indonesia, you are the right mill in 25 hours. 25 hours in the plane. But Jakarta, Singapura, Frankfurt this is so big and then you are confuse. But Semarang's Airport is kecil sekali.
10	<i>Yeah, very. Yes, of course so hard to leave my country and go to the unknown country so far away with different culture and different language. Challenge. At the first time, yes.</i>	Yes, of course so hard to leave my country and go to the unknown country so far away with different culture and different language. Challenge.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.3.5. : Informasi Mengenai Destinasi Wisata Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Saya tidak tahu. Saya hanya tahu pelabuhan dan itu juga dari teman saya. Dan dulu saya pergi ke Sampit lewat Semarang, karena juga melalui pelabuhan. Kemudian saya mengenal istri saya, dan saya jadi mengetahui semua tentang Semarang. Hahahaha.</i>	Saya tidak tahu. Saya hanya tahu pelabuhan dan itu juga dari teman saya. Kemudian saya mengenal istri saya, dan saya jadi mengetahui semua tentang Semarang.
2	<i>No. Because the first I search is relevant information for work, and I'm not coming in here a tourist. If I was tourist, I will come true the travel agency, I will not come to my company. I only concern about the</i>	No. Because the first I search is relevant information for work. If I was tourist, I will come true the travel agency. I only concern about the language, know about the

	<p>schools, <i>the language</i> also, and <i>know about the people</i>, yeah it's the qualified for I checked before I come, about <i>the life style also, yeah food, mosque, schools</i>, just that it.</p>	<p>people, the life style, food, mosque, and schools.</p>
3	<p><i>No for sure no, nothing.</i> No, I didn't know anything about Semarang. Because I was living there for business. Then I found about Semarang. No, really nothing. But remember <i>I was not coming here because of tourist, I was not looking for tourist destination, I was looking for some spesiffic business ya.</i></p>	<p>No for sure no, nothing.</p> <p>I was not coming here because of tourist, I was looking for some spesiffic business.</p>
4	<p><i>Nothing actually. Because we thought it was a Harbor city. Harbor city is very industrial and doesn't have like 'wisata'. Special things we knew. There was a Dutch hospital here, Elizabeth.</i> <i>that's fun of the things here like the Lawang Sewu, the thousand doors. That's the nice building too. That's one of the things people should see when they come to visit.</i></p>	<p>Nothing actually. It was a Harbor city. Harbor city is very industrial and doesn't have like 'wisata'. There was a Dutch hospital here, Elizabeth, it's an old city.</p> <p>Like the Lawang Sewu, the thousand doors. That's the nice building too. That's one of the things people should see when they come to visit.</p>
5	<p><i>No. Hanya satu itu yang selalu diutamakan itu Gereja Blenduk. Gereja Blenduk yang hanya didengar, tapi waktu akhirnya saya ke sana untuk lihat, sebenarnya saya kecewa, "Cuma itu" kok tidak restorasi yang dalam juga.</i> <i>Lawang Sewu nice building tapi dipake untuk apa? Orang datang, kebanyakan orang lokal, dan mereka cuma datang di sana untuk sensasi. Hantu atau cerita-cerita seperti itu, tapi sebetulnya gedung itu seharusnya bisa dipakai untuk bisa buat sesuatu lain. Entah museum, atau mungkin hotel, atau apa saja, tapi cuma di cat dan cuma didatangi orang seperti itu. Karena tidak ada yang orang bilang "WOW", faktor wow sama sekali</i></p>	<p>No. Hanya satu itu yang selalu diutamakan itu Gereja Blenduk, tapi waktu akhirnya saya ke sana untuk lihat, sebenarnya saya kecewa, "Cuma itu".</p> <p>Lawang Sewu nice building tapi dipake untuk apa? Kebanyakan orang lokal, dan mereka cuma datang di sana untuk sensasi.</p> <p>Tapi sebetulnya gedung itu seharusnya bisa dipakai untuk sesuatu lain. Entah museum, atau hotel, tapi cuma di cat dan cuma didatangi orang seperti itu. Karena tidak ada faktor wow sama sekali.</p>

	<i>tidak ada.</i>	
6	<p>Nothing... <i>No I don't know about the tourism destination in Semarang. Yeah tourism in Semarang not really attractive.</i></p> <p>Well, everybody knows that it's not really nice for tourist, <i>because it's very hot in Semarang than Jogja, and Jogja have so many object tourism than Semarang. Semarang I think just have Thousand door, the old city, Chinese temple, just it, no more.</i> And how tourist can enjoy with that? So I said that it's not really attractive tourism destination in Semarang.</p> <p><i>I Saw it, I felt it when I go to Semarang in the past time.</i></p>	<p>No I don't know about the tourism destination in Semarang. Tourism in Semarang not really attractive.</p> <p>Because it's very hot in Semarang than Jogja, and Jogja have so many object tourism than Semarang. Semarang I think just have Thousand door, the old city, Chinese temple, just it, no more.</p> <p>I Saw it, I felt it when I go to Semarang in the past time.</p>
7	<p>Nothing. Nothing. <i>Nothing. Yeah I can't get more information. I just know Lawang Sewu, and Klenteng Sam Poo Kong. I only knew things from the internet, but there wasn't a lot of information online.</i></p>	<p>Nothing.</p> <p>I just know Lawang Sewu, and Klenteng Sam Poo Kong.</p> <p>I only knew things from the internet, but there wasn't a lot of information online.</p>
8	<p>I have to apologize Arif, <i>I didn't know anything about Semarang before I arrived. Even Lawang Sewu which I think might be the most famous tourist attraction in Semarang. Many Americans have never heard of Semarang, and I know that is very sad, because Semarang is such a beautiful city and I am happy to call it my home.</i></p>	<p>I didn't know anything about Semarang before I arrived.</p> <p>Lawang Sewu be the most famous tourist attraction in Semarang.</p> <p>Many Americans have never heard of Semarang, and that is very sad, because Semarang is such a beautiful city and I am happy to call it my home.</p>
9	<p>Nothing I don't know also in Semarang. <i>I don't know.</i></p>	<p>I don't know.</p>
10	<p><i>Not much. I just know the old villages, the old city and the church</i></p>	<p>Not much.</p> <p>I just know the old villages, the old city and the church.</p>

Sumber: Data Primer, diolah Februari 2016

2. Data On-Trip

Tabel 4.4.1. : Tempat Wisata Yang Sudah Dikunjungi

R	Answer (Jawaban)	Key words (Kata inti)
1	<p>Yah... Saya tahu <i>Tanah Mas</i>. Hahahahaha.. <i>Lawang Sewu, Bandungan, Klenteng Sam Poo Kong</i>, yaah itu.. Tapi saya paling kenal dengan Tanah Mas, hahahaha, karena seperti yang saya katakan tadi, <i>saya jarang jalan – jalan di sekitar Semarang jadi saya kurang begitu tahu mengenai daerah tujuan wisata di Semarang. Saya lebih suka untuk menghabiskan waktu dengan keluarga, dengan anak – anak.</i></p>	<p>Tanah Mas, Lawang Sewu, Bandungan, Klenteng Sam Poo Kong.</p> <p>Saya jarang jalan – jalan di sekitar Semarang, saya kurang tahu mengenai wisata di Semarang.</p> <p>Saya lebih suka untuk menghabiskan waktu dengan keluarga.</p>
2	<p><i>Semarang I don't no much about Semarang. I live in Semarang, but I know about Merapi and it's not Semarang, you know, Borobudur. And very close from Semarang.</i></p>	<p>I don't no much about Semarang.</p> <p>I know about Merapi, Borobudur, and very close from Semarang.</p>
3	<p>.....</p> <p><i>I mean all of the main tourist place Sam Poo Kong, Lawang Sewu. Of all these kind places ya.. but of course I have to actually, Semarang is not the biggest tourist places. Although places that I said before. Hampir semuanya sudah saya kunjungi, masih ada sedikit di sini saya belum pernah melihat, tapi there is Katedral, and Tugu Muda that I never want in yet, there is also Museum, just Bandara which I'm landed in also. But I think everything also, I know about the many places.</i></p>	<p>I mean all of the main tourist place Sam Poo Kong, Lawang Sewu.</p> <p>Semarang is not the biggest tourist places.</p> <p>Masih ada sedikit di sini saya belum pernah melihat, tapi there is Katedral, and Tugu Muda, Museum, just Bandara which I'm landed in also.</p>
4	<p><i>The Chinese Temple, Lawang Sewu. We didn't go into the cells, not yet. But maybe that's a good thing to see. We been in Kota Lama. And I think that's it. And then must be some where that must be part of monkeys? Gua Kreo. That must be nice, I heard about that so one day we want to go there. And then</i></p>	<p>The Chinese Temple, Lawang Sewu. We didn't go into the cells, not yet. We been in Kota Lama, Gua Kreo that must be nice.</p> <p>And then also on the road to</p>

	<p><i>also on the road to Gunung Pati I think. That's a nice restaurant with the fish pond, we can sit and eat there, and then you can fishing, and you can have your feet down by the little fishes in down and they eat your skin, fish spa. Well that's nice also. Maybe that's not really famous but that's a nice thing to do when you're tourist.</i></p> <p><i>Oh, the museum is ehm.. my husband has visited but that's a little bit old I think. Already be old.</i></p>	<p>Gunung Pati I think. That's a nice restaurant with the fish pond.</p> <p>Well that's nice also. Maybe that's not really famous but that's a nice thing to do when you're tourist.</p> <p>Museum that's a little bit old I think.</p>
5	<p><i>Gereja Blenduk sama Lawang Sewu, dan Sam... (Sam Poo Kong) ya, karena tidak ada. Sebutkan obyek lain saya bisa ketemu di sini sebagai turis. Ora ono. Hahahha. Tidak ada. Nah, see ada beda antara intinya branding, saya lihat di TV internasional datang "amazing Indonesia" atau seperti itu, tetapi itu Cuma suatu slogan. Tapi kalau orang sudah datang, belum bisa menawarkan apa-apa.</i></p> <p><i>.....</i></p> <p><i>Saya tanya "You mau ke sana lagi?" "ouh tidak, sudah pernah" Berarti sekali untuk lihat, untuk mengalami, dan akhirnya mereka mungkin nilai menarik tetapi mungkin ada beberapa faktor mereka masih merasa tidak puas atau kecewa atau apa itu, lalu returns visitors, tidak begitu banyak dan relatif menurut saya.</i></p>	<p>Gereja Blenduk, Lawang Sewu, Sam Poo Kong.</p> <p>Sebutkan obyek lain saya bisa ketemu di sini sebagai turis. Ora ono. Tidak ada.</p> <p>Saya lihat di TV internasional datang "amazing Indonesia", tetapi itu Cuma suatu slogan. Tapi kalau orang sudah datang, belum bisa menawarkan apa-apa.</p> <p>Saya tanya "You mau ke sana lagi?" "ouh tidak, sudah pernah" Berarti sekali untuk lihat, untuk mengalami, dan akhirnya mereka mungkin nilai menarik.</p> <p>Lalu returns visitors, tidak begitu banyak.</p>
6	<p><i>Pffttt... I really forget with these name. I was in Thousand doors, then Chinesse temple, then Old City, ouh yeah... Church in there I have visited.</i></p>	<p>I really forget with these name.</p> <p>I was in Thousand doors, then Chinesse temple, then Old City, Church in there I have visited.</p>
7	<p><i>I was visited Lawang Sewu, and then I was visited Klenteng Sam Poo Kong, then.... Kota Lama I think, and Simpang Lima on Sunday because car free day yeah? Yeah so so I think. I'm not enjoy but I'm enjoy. Because it so very crowded, in here exercise, in there exercise... (Sambil menunjukkan gerakan senam) woo it's so crowded.</i></p>	<p>I was visited Lawang Sewu, Klenteng Sam Poo Kong, Kota Lama, and Simpang Lima on Sunday because car free day.</p> <p>I'm not enjoy but I'm enjoy. Because it so very crowded.</p>

	Besides, in here food, my left food, my right food, there was so many food on the straight. So I think it's for culinary or for exercise? Hahahaha. That's right. Disorganized. <i>If Simpang Lima have a good organized, I believe that can make many people enjoy goes to Simpang Lima for car free day.</i>	If Simpang Lima have a good organized, I believe that many people enjoy goes to Simpang Lima for car free day.
8	Hmm... Just to name a few, <i>I have visited Lawang Sewu, Kota Lama, Tugu Muda, Sam Poo Kong, Goa Kreo, Gedung Songo, maybe all of the malls, and many other places.</i>	I have visited Lawang Sewu, Kota Lama, Tugu Muda, Sam Poo Kong, Goa Kreo, Gedung Songo, maybe all of the malls, and many other places.
9	<i>About I tell you before I'm in Jogjakarta, Jakarta, Surabaya. Ok... ok... you know in Semarang when I'm doing something for my friend, maybe you know Lia. Maybe... maybe I ask, tell me a nice place in Lia and then we go together.</i>	I tell you before I'm in Jogjakarta, Jakarta, Surabaya. In Semarang when I'm doing something for my friend, maybe I ask, tell me a nice place and then we go together.
10	<i>I've been to Kota Lama, to the church there. I've been in chinese temple. Hmm.. What else? Contemporary art gallery in Kota Lama. And I have been go some in outside city, for go to the nature.</i>	I've been to Kota Lama, to the church there, chinese temple, Contemporary art gallery in Kota Lama. I have been go some in outside city, for go to the nature.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.2. : Informasi Mengenai Lawang Sewu

R	Answer (Jawaban)	Key words (Kata inti)
1	Ohh bisa dong. Bisa. <i>Lawang Sewu memiliki seribu pintu. Dahulunya merupakan kantor kereta api. Dan sebelumnya lagi adalah kantor Jepang, sebelumnya lagi saya tidak tahu. Hahahaha</i>	Lawang Sewu memiliki seribu pintu. Dahulunya merupakan kantor kereta api. Dan sebelumnya lagi adalah kantor Jepang, sebelumnya lagi saya tidak tahu.
2	<i>What is that? It's the building with 1000 doors? Ouh hahahaha... Yeah of course I know. I visited the places with my family. May I not really very famous with the Indonesian name of the places, but I</i>	What is that? It's the building with 1000 doors? Yeah of course I know. May I not really very famous with the Indonesian name of the

	<p><i>visited so many place in Semarang, and I can not remembered all the names.</i></p> <p>.....</p> <p><i>Yeah it's a historical places in Semarang. But I think we just can take a picture in there, and can not do anything.</i></p>	<p>places, and I can not remembered all the names.</p> <p>Yeah it's a historical places in Semarang. We just can take a picture in there, and can not do anything.</p>
3	<p><i>Well, the histories very interesting for Lawang Sewu, ok made by the Dutch andthen of course the Japanese to keep, and they use the prepare reason, and of course that all happen before I arrived here, but I went the door Lawang Sewu, beautiful building, actually it means to have some more one reason inside ya. But ok I think they trying to keep this on good condition, but ya, but I went there had a tour guide who was very good, explained to me about the everything, about the architecture, and hall the thing used for, he told me some story about some hantu living there, you know.</i></p>	<p>The histories very interesting for Lawang Sewu.</p> <p>Made by the Dutch andthen of course the Japanese to keep, and they use the prepare reason.</p> <p>Beautiful building.</p> <p>I think they trying to keep this on good condition.</p> <p>Had a tour guide who was very good, explained to me about the everything, the architecture, and hall the thing used for, he told me some story about some hantu living there.</p>
4	<p><i>I like the building very much. I heard it's a before it was the office of the people from the train. The Railway Organization. And if in been there as they were busy renovating. Just renovated. Then, it was really fun there was an exposition of furniture at that time. So it was nice people walking around. Then, some food you get there. We really like it. You get go to the hall building, it's very special, that's so old and still quite strong. And the roof is still very good. There was also some artistic things. I don't know what it was like vases, and painting, something like that. I like that to look at that. But I think in the back part renovation was not ready yet, so would be interesting to go there again and then see that again.</i></p> <p><i>Just once.</i></p> <p>.....</p>	<p>I like the building very much.</p> <p>I heard it's a before it was the office of the people from the train.</p> <p>And if in been there as they were busy renovating. Just renovated. Then, it was really fun there was an exposition of furniture at that time. So it was nice people walking around. Then, some food you get there. You get go to the hall building, it's very special, that's so old and still quite strong. And the roof is still very good. There was also some artistic things. I don't know what it was like vases, and painting, something like that.</p> <p>Just once.</p>

5	<p><i>Ya I know about Lawang Sewu. Lawang Sewu is a building on the bunderan apa Tugu. Dulu itu, dulu milik kantor kereta api, ya. Indische Spoorweg Maatschappij berarti itu dulu untuk kantoran pusat untuk kereta api. Yang saya tahu itu arsitektur itu kelihatan dari jaman itu menarik, tetapi sebetulnya dalam biasa-biasa aja, yang saya paling suka itu ada jendela besar dengan kaca berwarna, itu mereka harus sangat menjaga, karena itu sangat istimewa. Selain itu, seperti yang saya bilang, itu cuma gedung dan kalau kita masuk kita jalan itu hanya ruangan-ruangan sempit, rasa sedikit adem. Berarti misalnya kalau di dalam itu seperti saya pernah bikin di sini bisa bikin nice hotel, atau sesuatu khas, kasih suatu guna ke bangunan itu.</i></p>	<p>Ya I know about Lawang Sewu. Lawang Sewu is a building on the bunderan Tugu. Dulu milik kantor kereta api. Indische Spoorweg Maatschappij berarti dulu untuk kantoran pusat untuk kereta api. Yang saya tahu itu arsitektur itu kelihatan dari jaman itu menarik, tetapi sebetulnya dalam biasa-biasa aja, yang saya paling suka itu ada jendela besar dengan kaca berwarna karena sangat istimewa. Itu cuma gedung dan kalau kita masuk kita jalan itu hanya ruangan-ruangan sempit, rasa sedikit adem. Bisa bikin nice hotel (hotel yang bagus), atau sesuatu khas, kasih suatu guna ke bangunan itu.</p>
6	<p><i>Thousand Doors, I was impressed by the structure. It is a great building, erected by the Dutch during colonial rule. It is well build and was under renovation during my visit. Hmmm... It now houses a museum related to the railways. Copies of the original building plans were also on display.</i></p>	<p>Thousand Doors, I was impressed by the structure. It is a great building, erected by the Dutch during colonial rule. It is well build and was under renovation during my visit. It now houses a museum related to the railways. Copies of the original building plans were also on display.</p>
7	<p><i>Yes. I know, because I was visited there for the first time, and now I never go Lawang Sewu again. Ok, it is an old Dutch building, and the name means 'thousand doors' in Javanese. Pffttt... If you compare with the other places in the world, I think Lawang Sewu can be the nice building, but you know.. The maintenance is good, but not the best, have a crack on building, have a crack on floor, and then so many dried leaves in there, it so dark, and moist. Yeah because is haven't interesting place in there, no interesting object to</i></p>	<p>I was visited there for the first time, and now I never go Lawang Sewu again. It is an old Dutch building, and the name means 'thousand doors' in Javanese. If you compare with the other places in the world, I think Lawang Sewu can be the nice building. The maintenance is good, but not the best, have a crack on building, have a crack on floor, and then so many dried leaves in there, it so dark, and moist. Because is haven't interesting</p>

	<i>look. Just a big building, but have no function. Yeah just an empty room, so what can I see? What must I found in there? So I think go there just for the first time, not for second or third.</i>	place in there, no interesting object to look. Just a big building, but have no function. Just an empty room. So I think go there just for the first time, not for second or third.
8	<i>Yapp.. Lawang Sewu is Java's oldest train station. Originally designed and operated by the Dutch during the colonial period, it has held up beautifully after restoration and is quite a marvelous building to see. The architecture has combined the traditional designs of both Dutch buildings and Javanese buildings. After the railroads were no longer used from that transport station, the Japanese used it as a Prisoner of War camp during their occupation during WWII. Well.... Although many say it is haunted, I still haven't met a ghost. Hahahaha. Really want to though. But that's all I can say. Or at least that's what I have been told.</i>	Lawang Sewu is Java's oldest train station. Originally designed and operated by the Dutch during the colonial period, it has held up beautifully after restoration and is quite a marvelous building to see. The architecture has combined the traditional designs of both Dutch buildings and Javanese buildings. After the railroads were no longer used from that transport station, the Japanese used it as a Prisoner of War camp during their occupation during WWII. Although many say it is haunted, I still haven't met a ghost.
9	<i>I... I don't know what does meaning Lawang Sewu. You know when you... when you my wife, when you help me and you can tell the story this is a nice place.</i> Saya bertranya pada Uve: So do you know about Lawang Sewu? Never. Catatan: Ia tidak pernah mengunjungi Lawang Sewu, dan bahkan tidak mengetahui Lawang Sewu. Hal ini disebabkan tidak ada orang terdekatnya, baik istri atau temannya yang menceritakan mengenai tempat wisata di Semarang. Sehingga ia lebih mengetahui tempat wisata di Bandungan, dan Jepara.	I don't know what does meaning Lawang Sewu. When you help me and you can tell the story this is a nice place.
10	<i>Yes, I know. I haven't been there. But I saw it from the outside. I thought that there's a ghost in there. At the down. Ya, in the basement. The dark ghost in</i>	Yes, I know. I haven't been there. But I saw it from the outside. I thought that there's a ghost in there. The dark ghost in

<p><i>the basement and? What else? That's all.</i></p> <p>No, I've never been there before. I just see it. <i>But I want to go there.</i></p> <p>Catatan: Ia tidak mengunjungi Lawang Sewu dan tidak mengetahui sejarah mengenai Lawang Sewu, namun ia memiliki keinginan untuk dapat mengunjungi Lawang Sewu.</p>	<p>the basement.</p> <p>But I want to go there.</p>
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Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.3. : *Attraction* Di Lawang Sewu

R	Answer (Jawaban)	Key words (Kata inti)
1	<p>Menurut pendapat saya, jujur, <i>Lawang Sewu betul – betul bagus, namun kondisi bangunannya kurang mendapat perawatan. Karena seharusnya tempat seperti itu perlu untuk dikontrol lebih baik lagi, dibuat lebih wow, lebih amazing.</i> Karena Lawang Sewu tempat yang sangat bagus.</p> <p>.....</p> <p><i>Jika bangunan bersejarah seperti ini dikesampingkan, dan dimodernisasi, lalu dimana letak sejarahnya kota Semarang? Betul tidak? Logical, pada masa lalu di Indonesia tinggal juga orang Belanda, Jepang, jadi mesti ada history yang menunjukkan bahwa dahulu mereka pernah ada di Indonesia dan tidak hanya di Semarang.</i></p> <p>.....</p> <p>Jadi menurut saya, <i>renovasi bangunan memang diperlukan tapi kondisi asli bangunan tersebut tetap harus dapat terlihat.</i> Karena ini merupakan history. Seperti Colosseum di Roma sudah berdiri 2000 tahun yang lalu.</p>	<p>Lawang Sewu betul – betul bagus, kondisi bangunannya kurang mendapat perawatan. Karena seharusnya tempat seperti itu perlu untuk dikontrol lebih baik lagi, dibuat lebih wow, lebih amazing.</p> <p>Jika bangunan bersejarah seperti ini dikesampingkan, dan dimodernisasi, lalu dimana letak sejarahnya kota Semarang?</p> <p>Pada masa lalu di Indonesia tinggal juga orang Belanda, Jepang, jadi mesti ada history yang menunjukkan bahwa dahulu mereka pernah ada di Semarang.</p> <p>Renovasi bangunan memang diperlukan tapi kondisi asli bangunan tersebut tetap harus dapat terlihat.</p>
2	<p><i>I can said that must be more services in the tourism destination.</i></p>	<p>I can said that must be more services in the tourism destination.</p>

3	<p><i>Lebih baik Lawang Sewu tentang wisatawan untuk, I think actually Sam Poo Kong maybe is a more important tourist destination for many people, And so if you come here, maybe if you come to Semarang, maybe you see the photo of Lawang Sewu, because is the most often photo that you see from Semarang. This is the main... Main point ya.. But you know they don't really many kind of promotion go to around of Lawang Sewu or anything, so you will be smart of the government here to ya.. to offer some tours.. offer some tour go to Lawang Sewu, you pick up from hotels we bring to the place, because you know many tourist they don't speak bahasa Indonesia, and they don't you know no what to do, and you know, how to go to the place you know, for me you know it's so much easy. Because you know I have already been in Indonesia long time but for some people come from Holland or coming from many place outside, how they will be know? No promotion, or theres no promotion that I see.</i></p>	<p>Lebih baik Lawang Sewu tentang wisatawan.</p> <p>Maybe you see the photo of Lawang Sewu, because is the most often photo that you see from Semarang. This is the main point.</p> <p>Be smart of the government here to offer some tours go to Lawang Sewu, pick up from hotels we bring to the place, because many tourist they don't speak bahasa Indonesia, and they don't know no what to do, and how to go to the place.</p> <p>No promotion that I see.</p>
4	<p>Yes. I think if you.. maybe there's place for restaurant also so you can have a guide to giving a tour, to the building, then telling about the history of the building, telling about for what it's now, telling about the culture like Indonesian people are afraid of the ghost step live in the building, are use in the building, and about the renovation, and then maybe <i>make a restaurant there, and like a people sit, drink something, eat something, would be really nice.</i></p> <p>.....</p> <p>so you give everyone tourist, <i>you have to give a full package. For have they exclusive for lunch. Yeah. Why not? you should make people interested by, because I can imagine if it's a lot of</i></p>	<p>Make a restaurant there, and like a people sit, drink something, eat something, would be really nice. You have to give a full package. For have they exclusive for lunch.</p> <p>You should make people interested by, because I can imagine if it's a lot of empty rooms, and not just an empty</p>

	<i>empty rooms, and not just an empty building, but if we make it interesting to the people by telling the story about the building. What is come to all the years.</i>	building, but if we make it interesting to the people by telling the story about the building.
5	<i>No. What kind attraction? I think you can only make the attraction with you used digunakan, digunakan sebagai, menurut saya bukti hotel atau sesuatu seperti itu. berarti tidak ada sesuatu untuk menahan orang untuk di situ. Di depan kita sudah bisa lihat penampilan. Masuk cuma sebentar, yang orang paling akan lihat jendela berwarna saja. Berarti itu bukan seperti ini ya, mungkin orang Indonesia datang karena menarik dengan cerita-cerita hantu atau apa di situ, orang asing akan datang untuk melihat keindahan, terlebih yang jendela itu.</i>	I think you can only make the attraction with you used, menurut saya hotel atau sesuatu seperti itu. Tidak ada sesuatu untuk menahan orang untuk di situ. Di depan kita sudah bisa lihat penampilan. Masuk cuma sebentar, yang orang paling akan lihat jendela berwarna saja. Orang Indonesia datang karena menarik dengan cerita-cerita hantu atau apa di situ, orang asing akan datang untuk melihat keindahan.
6	<i>Of course. Thousand Doors can be a tourism destination if it have a good management.</i>	Thousand Doors can be a tourism destination if it have a good management.
7	<i>Yeah like I said before. It's good, but not the best place for tourist. I think Lawang Sewu have a good things. The unique building from Dutch. If they can well maintenance, and then clean place, the building can be nice, can be beautiful building, and then if the building is not an empty room, I believe that it so interesting place in Semarang, can interest more tourist to go there. You can show some local product in there, you can show the unique product from Semarang, you can give the tourist information in there. Yeah something that it can be interesting for someone for tourist.</i>	It's good, but not the best place for tourist. I think Lawang Sewu have a good things. The unique building from Dutch. If they can well maintenance, and then clean place, the building can be nice, can be beautiful building, and then if the building is not an empty room, I believe that it so interesting place in Semarang, can interest more tourist to go there. You can show some local product in there, you can show the unique product from Semarang, you can give the tourist information in there.
8	<i>I believe it can absolutely be a tourist attraction. It is incredibly beautiful, and for those who admire history and architecture, especially in foreign countries, it is an absolute "must see".</i>	I believe it can absolutely be a tourist attraction. It is incredibly beautiful, and for those who admire history and architecture, especially in foreign countries, it

		is an absolute “must see”.
9	- Catatan: Ia tidak pernah mengunjungi Lawang Sewu, dan bahkan tidak mengetahui Lawang Sewu.	-
10	<i>Yes of course. Has a good attraction.</i>	Yes of course. Has a good attraction.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.4. : *Accessibilities* Di Lawang Sewu

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Ya tentunya, macet. Tetapi tidak seperti ketika di Jakarta, bisa sampai menghabiskan waktu hingga 24 jam di jalan. Kadang, saya pergi pukul 2 pagi, uihh.. jalanannya sepi. Hahahaha. Karena menurut saya, macet disebabkan karena tidak adanya disiplin. Ketika lampu merah, semua orang jalan. Atau mungkin kamu juga melakukannya ya?</i>	Ya tentunya, macet. Tetapi tidak seperti ketika di Jakarta, bisa sampai menghabiskan waktu hingga 24 jam di jalan. Macet disebabkan karena tidak adanya disiplin.
2	<i>Accessibilities it's so easy. So you can used your application in your smartphone actually application maping righth, for example like Waze, and you can use your mouth for ask someone.</i>	Accessibilities it's so easy. So you can used your application in your smartphone actually application maping righth, and you can use your mouth for ask someone.
3	<i>No no problem to find Lawang Sewu, very easy.</i>	No no problem to find Lawang Sewu, very easy.
4	<i>No. Because Taxi is cheap in here. Compare to a lot of country is very cheap so is no problem to go there. I think the problem is you need to know that's things there. The things to look at when you come to Semarang to find it in internet then, this is special from Semarang.</i>	No. Because Taxi is cheap in here. Compare to a lot of country is very cheap so is no problem to go there. The problem is you need to know that's things there. The things to look at when you come to Semarang to find it in internet then.
5	<i>No, I don't think is so easy. Turis</i>	No, I don't think is so easy.

	<p><i>tidak tahu jalan dong di sini. Tidak pernah ke Kota Semarang, harus tanya dan saya sering dengar mereka dapat taxi, tetapi taxi yang tidak begtu resmi yang ajak mereka jalan-jalan jauh untuk dapat banyak duit. Kalau mereka berani naik becak juga dikasih harga dimahal terlalu miring, terlalu mahal. Berarti lagi, kalau orang datang dan akhirnya rasa seperti di rampok atau seperti itu, mereka akan pulang, dan this is ini namanya word of mouth ya, mereka pulang ke negara, orang bilang “bagaimana ini di sana, seperti ini, seperti ini,” dan mereka akan sebutkan beberapa hal negatif yang akan buat beberapa teman mungkin berfikir “oo kalau begitu saya tidak mau ke sana.”</i></p>	<p>Turis tidak tahu jalan di sini.</p> <p>Mereka dapat taxi, tetapi taxi yang tidak begtu resmi yang ajak mereka jalan-jalan jauh untuk dapat banyak duit. Kalau mereka berani naik becak juga dikasih harga mahal.</p> <p>Orang datang dan akhirnya rasa seperti dirampok, dan ini namanya word of mouth, mereka pulang ke negara, dan mereka akan sebutkan beberapa hal negatif yang akan buat beberapa teman berfikir “oo kalau begitu saya tidak mau ke sana.”</p>
6	<p><i>Traffic jam of course, not only in Semarang, I think in Indonesia had traffic jam. In big case in Europe have a problem with traffic jam, not only in Europe, I believe that in every countries have a problem with traffic jam too. So don't worry about traffic jam. Hahahaha. So with the accessibilities I say hmmm that I don't have a problem.</i></p>	<p>Traffic jam of course, not only in Semarang, I think in Indonesia had traffic jam.</p> <p>I believe that in every countries have a problem with traffic jam too. So don't worry about traffic jam.</p> <p>So with the accessibilities I say that I don't have a problem.</p>
7	<p>No... No... No... Yes. It's easy to get there. Yeah <i>It's easy to get there by bus. I just look the sign and I combine with online maps, and then I was in Lawang Sewu, Sam Poo Kong and something like that. Why I must afraid? Like I said before, if you careful, everything is ok.</i></p> <p>.....</p> <p>So I think Semarang can be crowded too, can be traffic too, <i>if not traffic, and if not crowded, the city is not develop. Yeah, traffic can be a 1 sign that the city is grow up. Economic grow, something like that.</i></p>	<p>It's easy to get there by bus. I just look the sign and I combine with online maps, and then I was in Lawang Sewu, Sam Poo Kong.</p> <p>If you careful, everything is ok.</p> <p>If not traffic, and if not crowded, the city is not develop. Traffic can be a 1 sign that the city is grow up. Economic grow.</p>
8	<p>Oh boy. So I am lucky enough to</p>	

	<p><i>have friends with cars, motor bikes, and phones to call taxis, so I never have to drive.</i></p> <p>But I can tell from the amount of people on the street and the difficulty of finding a parking space, <i>that accessibility to enter these tourist attractions is very difficult. With regards to google maps, big locations such as Lawang Sewu are marked, however, there are no clear directions on where to go to leave your motor bike because the city planning of Semarang can be very difficult to understand.</i></p>	<p>Have friends with cars, motor bikes, and phones to call taxis, so I never have to drive.</p> <p>That accessibility to enter these tourist attractions is very difficult. With regards to google maps, big locations such as Lawang Sewu are marked, however, there are no clear directions on where to go to leave your motor bike.</p> <p>Because the city planning of Semarang can be very difficult to understand.</p>
9	<p><i>For me Indonesian people in the traffic say have no discipline. This is so crowded with a motorbike, bus and just crowded but when I go to factory yeah, when I go out I have no problem but when I'm in the outside there is a vehicle I need to drive and I drive by myself and that is easy.</i></p> <p>.....</p> <p><i>This is young normal too crowded you know the traffic but for us this is stress, real stress.</i></p>	<p>For me Indonesian people in the traffic say have no discipline. This is so crowded with a motorbike, bus and just crowded.</p> <p>This is young normal too crowded you know the traffic but for us this is stress, real stress.</p>
10	<p><i>No. It's easy to find it. Yeah it in the middle of the city.</i></p>	<p>No. It's easy to find it. It in the middle of the city.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.5. : Amenities Di Lawang Sewu

R	Answer (Jawaban)	Key words (Kata inti)
1	<p>Fasilitas apa? <i>Tidak ada fasilitas di sana.</i></p> <p>.....</p> <p><i>sebuah tempat wisata, bukankah seharusnya ada toilet di sana ya?</i></p> <p>.....</p> <p><i>Jika ada fasilitas tapi kita harus membayar, itu bukan fasilitas. Di Eropa, semua kota punya toilet umum jadi tidak harus membayar. Sebagai</i></p>	<p>Tidak ada fasilitas di sana.</p> <p>Sebuah tempat wisata, bukankah seharusnya ada toilet di sana?</p> <p>Jika ada fasilitas tapi kita harus membayar, itu bukan fasilitas.</p>

	contoh, ada sebuah hotel, <i>tapi saya tidak punya uang, lalu haruskah saya masuk ke hotel hanya untuk pergi ke toilet?</i>	saya tidak punya uang, lalu haruskah saya masuk ke hotel hanya untuk pergi ke toilet?
2	Ya ya, there is <i>information board, for give me information that I'm in here. Me myself said the place is not a interesting place, just a big building with so many doors, but you can't see anything, you just saw the empty room. I and my family go there, and we have explore ourself and no guide. No one came to introduce his self or her self to said "can I help you, or you need anyhelp, you need someone to explain about the places" there was no one. Andthen we serve ourself, go down, go up, down the stairs.</i>	Information board, for give me information that I'm in here. The place is not a interesting place, just a big building with so many doors, but you can't see anything, just saw the empty room. We have explore ourself and no guide. No one came to introduce his self or her self to said "can I help you. Andthen we serve ourself.
3	<i>No information board, nice shop you can buy some.. apa some.. lilin kudus, you know? That all. Some information I didn't see anything. I know the reason, I mean.. I never saw anykind of a promotional like tourism information centre or anything, maybe it's the reason, I never saw anything.</i>	No information board. Nice shop. I never saw anykind of a promotional like tourism information centre.
4	<i>I don't know. Do you mean is there any a good toilet? Or ... I think it was ok. I found the toilet. Maybe I asked for it or I saw it. I found the toilet. Haha.</i>	I don't know. Maybe I asked for it or I saw it. I found the toilet.
5	What facilities? <i>Karena toilet-toilet standart seperti itu, mungkin ada, tidak ada cukup, dan mungkin model toilet yang kuno, yang yang mungkin saya sudah lama ke sana, berarti saya tidak bisa nilai sekarang, tapi setahu saya itu kebersihan itu mungkin salah satu masalah. It's no shop, no. Apa namanya, warung-warung. Berarti, tapi tidak ada organisasi itu yang masalah.</i>	Karena toilet-toilet standart, dan model toilet yang kuno. Saya sudah lama ke sana, berarti saya tidak bisa nilai sekarang, tapi setahu saya kebersihan itu mungkin salah satu masalah. It's no shop, warung-warung. Tidak ada organisasi itu yang masalah.
6	<i>Toilet... Pppffttt... Ouhh.. Smell is not good. Really, I don't like it. Be honest, I say no. Because Lawang Sewu don't</i>	Toilet, smell is not good. Really, I don't like it. Because Lawang Sewu don't have facility and

	<i>have facility and toilet in bad condition. So I can't enjoy with this? Hahahaha.</i>	toilet in bad condition. So I can't enjoy with this.
7	<i>What Facilities? I had no problem with that. Yeah, because, I can say that maybe I'm not used facilities in there. I'm not go to toilet, not go to shop, and I'm not used the information board in Lawang Sewu. So like I said before, I had no problem with the facilities in Lawang Sewu. Hahahaha. Yes. Because I just walk, I go around the places, if I think enough, I go out from Lawang Sewu. Not used shop, because I brought my bottle, I brought my drink, so I Don't need shop in Lawang Sewu. And I can't see where is the information board, so I never used that in Lawang Sewu. Hahahaha.</i>	I had no problem with that. I'm not used facilities in there. I'm not go to toilet, not go to shop, and I'm not used the information board in Lawang Sewu. Because I just walk, I go around the places, if I think enough, I go out from Lawang Sewu. Not used shop, because I brought my bottle, I brought my drink, so I Don't need shop in Lawang Sewu. And I can't see where is the information board, so I never used that in Lawang Sewu.
8	<i>The facilities in Lawang Sewu were perfect! It looked recently restored. I had no problems.</i>	The facilities in Lawang Sewu were perfect! It looked recently restored. I had no problems.
9	<i>Lalu membandingkan fasilitas di Jogja dengan di Semarang. I think different. I think from my opinion in Jogja is better. I think so, I think so.</i> Catatan: Ia tidak pernah berkunjung di tempat wisata yang ada di Semarang, maka peneliti meminta untuk menceritakan fasilitas yang ada di Kota lain, dan ia memilih Jogja. Kemudian saya tanyakan apakah fasilitas yang ada di Semarang sama dengan yang ada di Jogja.	Lalu membandingkan fasilitas di Jogja dengan di Semarang. I think different. I think from my opinion in Jogja is better. I think so, I think so.
10	<i>No. Because I haven't visited it.</i>	No. Because I haven't visited it.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.6. : *Ancillary Services* Di Lawang Sewu

R	Answer (Jawaban)	Key words (Kata inti)
1	<p>Ya.. saya kasih tahu satu hal. Beberapa kali <i>saya dengar orang berkata kepada saya tapi tidak saya dengarkan "kamu pulang ke negara kamu". Tidak enak yah... seperti itu...</i></p> <p>.....</p> <p>Iya, ada. <i>Kadang ini menyakitkan buat saya, tapi ya sudah... mungkin orang seperti ini... kurang... hmm... tidak tahu... tidak normal.</i></p>	<p>Saya dengar orang berkata kepada saya tapi tidak saya dengarkan "kamu pulang ke negara kamu". Tidak enak yah.</p> <p>Kadang ini menyakitkan buat saya, mungkin orang seperti ini tidak normal.</p>
2	<p>Service exactly, <i>tourist should be serve. If the places is big, maybe the service is not impact to me, but if the places is small they can serve me and my family and I get the services. And I think local guide must be there, to explain anything about the place, about when the building was inaugurated. And this is very important, the local guide should can speaking in english, if you are the javanese people you know what these guide speaking, but the Chinese, the European don't know what you mean, because english is international language.</i></p>	<p>Tourist should be serve.</p> <p>If the places is big, maybe the service is not impact to me, but if the places is small they can serve me and my family and I get the services.</p> <p>And I think local guide must be there, to explain anything about the place, about when the building was inaugurated.</p> <p>And this is very important, the local guide should can speaking in english. Because english is international language.</p>
3	<p>No, <i>actually bagus.</i> Saya tidak papa, <i>pelayanan itu tour guidenya dia pintar ya, tahu tempatnya dan cerita yang gimana mereka membuat bangunannya.</i> All the used, all the places, ya everything, I was quite happy with the tour guide.</p>	<p>Actually bagus.</p> <p>Pelayanan tour guidenya pintar, tahu tempatnya dan cerita bagaimana mereka membuat bangunannya.</p>
4	<p>Well, <i>one thing that should speak english very well.</i> And that's a minus because a lot of them don't know. And then, sometimes <i>Indonesian people are shy.</i> So they well not step up to you and say "Can I help you with this or that", <i>they want you to come to them asked but tourist when they don't know they just look around and said</i></p>	<p>One thing that should speak english very well.</p> <p>Indonesian people are shy.</p> <p>They want you to come to them asked but tourist when they don't know they just look</p>

	<p><i>“Oh, this is it? There’s no information, there’s no one telling me anything, so ok then what I better go back again? Or I go again?” So I think you should stop being shy going to the people saying “Can I help you?” Do you have any question?” Or yeah.. care about them and let them know what they can see or what they can experience or what they can do because if they don’t know, they won’t go there. And it will be a silent. There maybe has a close town again because there’s no people coming, just because the people don’t know.</i></p>	<p>around and said “Oh, this is it? There’s no information, there’s no one telling me anything.</p> <p>Care about them and let them know what they can see or what they can experience or what they can do because if they don’t know, they won’t go there.</p> <p>There maybe has a close town again because there’s no people coming, just because the people don’t know.</p>
5	<p>I don’t know, what kind of service. Sekarang harus beli karcis, atau apa, seperti itu, karena saya sudah beberapa tahun tidak pernah ke situ, saya tidak bisa nilai.</p> <p>Ya seperti saya bilang, pasti kalau ada orang asing di obyek wisata yang juga dipakai untuk orang lokal. Lagi, orang.. orang lokal, apalagi orang lokal yang ke Lawang Sewu pasti udah dari luar kota. Begitu ada orang asing, selalu itu orang asing jadi fokus. Kenapa? “Bule ya, Londo, hi hi hi” Walaupun tidak ada inti jelek, itu bisa buat orang asing rasa tidak nyaman, karena semua orang kok melihat saya, omong seperti itu (Menunjukkan berbisik) bisa membuat orang tidak nyaman. Kalau kita rasa tidak nyaman di salah satu tempat, maka kita juga akan cepat angkat kaki. Kalau kita jalan-jalan dimana saja, “halo mister, halo mister, halo mister.” Intinya baik, tetapi Tidak masuk akal.</p>	<p>Saya sudah beberapa tahun tidak pernah ke situ, saya tidak bisa nilai.</p> <p>Orang asing di obyek wisata yang juga dipakai untuk orang lokal. Begitu ada orang asing, selalu itu orang asing jadi fokus. Walaupun tidak ada inti jelek, itu bisa buat orang asing rasa tidak nyaman, karena semua orang kok melihat saya, omong seperti itu (Menunjukkan berbisik). Kalau kita rasa tidak nyaman di salah satu tempat, maka kita juga akan cepat angkat kaki.</p> <p>Kalau kita jalan-jalan dimana saja, “halo mister, halo mister, halo mister.” Intinya baik, tetapi tidak masuk akal.</p>
6	<p>No problem. I’m enjoy with their services. Yeah, why not? Because they were so usefull, they can explain much to me everything about Lawang Sewu. They speak in Indonesia, but I know what they mean. Maybe language can</p>	<p>No problem. I’m enjoy with their services. Because they were so usefull, they can explain much to me everything about Lawang Sewu.</p>

	<p>be a problem if tourist can not speak in Indonesia right? <i>The best tour guide are who they can speak in english, so they can explain about the tourism destination for foreigner tourist with english, it can be easy for tourist to know about history of the place that they are visiting.</i></p>	<p>The best tour guide are who they can speak in english, so they can explain about the tourism destination for foreigner tourist with english, it can be easy for tourist to know about history of the place that they are visiting.</p>
7	<p>What Service do you mean? Well, <i>I didn't meet any other service than the people who were selling the tickets. I had no problem with them. Yeah, because I know what they mean, they are speak in English but simple language, like "one ticket? 15.000 Rupiah". After I paid, I gone, so the service is not a problem for me. Yeah I don't know where is the tour guide, I can't see them where I go there.</i></p>	<p>I didn't meet any other service than the people who were selling the tickets. I had no problem with them. Because I know what they mean, they are speak in English but simple language.</p> <p>I don't know where is the tour guide, I can't see them where I go there.</p>
8	<p>I'll be honest Arif, <i>I didn't get to experience much of the service at the tourist attractions. I guess that everything is good since I was able to show the woman who sold the tickets at Sam Poo Kong my KITAS and I got the regular, non-tourist price. I don't know enough to say anything else, but no complaints. Yaaa.. No complaints.</i></p>	<p>I didn't get to experience much of the service at the tourist attractions.</p> <p>I was able to show the woman who sold the tickets at Sam Poo Kong my KITAS and I got the regular, non-tourist price.</p> <p>No complaints.</p>
9	<p>-</p> <p>Catatan: Ia tidak mengunjungi tempat wisata sehingga ia tidak dapat membandingkannya dengan pelayanan yang ada di tempat wisata di Semarang.</p>	<p>-</p>
10	<p><i>No, they are very friendly. I don't remember it because I've been there with colleague so they serve with my colleague in Bahasa Indonesia. Saya bisa sedikit so saya bicara Bahasa.</i></p>	<p>No, they are very friendly.</p> <p>I don't remember it because I've been there with colleague so they serve with my colleague in Bahasa Indonesia.</p> <p>Saya bisa sedikit so saya bicara Bahasa.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.7. : Informasi Mengenai Klenteng Sam Poo Kong

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>lebih bagus. Terlihat sangat baik, pertama kali saya ke sana saya ingat bangunannya baru, catnya bagus, bagus sekali.</i>	Lebih bagus. Terlihat sangat baik, bangunannya baru, catnya bagus, bagus sekali.
2	<i>Yeah I go there. The temple you mean?</i> <i>Yeah I gone there. Andthen the old city. Just I said before, I gone many places, but I not familiar with that name.</i>	Yeah I go there. Just I said before, I gone many places, but I not familiar with that name.
3	<i>Ouh it's really nice. Really nice. But the problem is difficult to go inside, the secret room ya. But they told me to come out. "Nakal to go in here ya".. "Maaf saya orang Brazil ndak tahu ya..." There no, no guide that place, actually is quite the beautiful place, but they don't explaining the place.</i>	It's really nice. But the problem is difficult to go inside, the secret room. No guide that place, actually is quite the beautiful place, but they don't explaining the place.
4	<i>At that moments, I think there were busy doing something so it was only in the outside things that renovating, so inside I think the building is beautiful but you need a guide again to tell you something about it and we were with the friend, so he said we don't need a guide, we don't have to much time so that is just the building and it's nice and he told us something about the lion-heads. And then, why all the red lampions.</i>	At that moments, I think there were busy doing something so it was only in the outside things that renovating, so inside I think the building is beautiful. So that is just the building and it's nice and my friend told us something about the lion-heads, why all the red lampions.
5	<i>I know. Saya pernah ke sana satu kali dan saya I was shocked, it was dirty.</i> <i>Cuma luas, gedung, bentuk bangunan cina tetapi selain itu ada apa di situ, tidak ada. Karena itu lebih fokus pada budaya cina, dan lebih fokus ke agama mungkin cina, mungkin Buddhist atau apa, berarti untuk turis internasional tidak ada banyak guna. Itu cuma sesuatu like a set, cuma orang datang,</i>	Saya pernah ke sana satu kali dan saya I was shocked, it was dirty. Cuma luas, gedung, bentuk bangunan cina tetapi selain itu, tidak ada. Karena itu lebih fokus pada budaya cina, dan lebih fokus ke agama mungkin cina, mungkin Buddhist Untuk turis internasional tidak ada banyak guna. Cuma orang

	<i>lihat, jalan dan bilang “that it’s”, tidak ada faktor yang kita bilang “WOW” itu.</i>	datang, lihat, jalan dan bilang “that it’s”, tidak ada faktor “WOW”.
6	<i>Sam Poo Kong Temple, I think is the oldest chinese temple in Semarang. Have a Buddhist statue in there and they called with Cheng Ha or something. It have a very strong sense of religious and absolutely about the chinese culture yeah. With the dragon ornament, and red colours in everywhere. Yeah I think is nice, not bad at all.</i>	Sam Poo Kong Temple, I think is the oldest chinese temple in Semarang. Have a Buddhist statue in there and they called with Cheng Ha. It have a very strong sense of religious and absolutely about the chinese culture. With the dragon ornament, and red colours in everywhere. I think is nice, not bad at all.
7	<i>All I know is that it’s a Buddhist temple. I must buy 2 ticket to entered there. First ticket I can’t see anything, just take a photo of building, take a picture with the big statue in there, and I forgot the name. Yeah Cheng Ho, and I just take a picture with Buddhist clothes. If I want see more, I must buy 1 ticket again. Yeah of course, because I go there but I can’t see anything, so I try to buy 1 ticket again. It so beautiful, I can see the ornament, I can see the Buddhist statue, we can pray in there. I think the second ticket is the key to see the beautiful thing. Hahahaha.</i>	All I know is that it’s a Buddhist temple. I must buy 2 ticket to entered there. First ticket I can’t see anything, just take a photo of building, take a picture with the big statue in there, and I forgot the name. Yeah Cheng Ho, and I just take a picture with Buddhist clothes. If I want see more, I must buy 1 ticket again. Because I go there but I can’t see anything, so I try to buy 1 ticket again. It so beautiful, I can see the ornament, I can see the Buddhist statue, we can pray in there. I think the second ticket is the key to see the beautiful thing.
8	<i>I know that Sam Poo Kong is the oldest or biggest Chinese Temple in Central Java. The colors and traditional Chinese decoration and architecture is stunning, let alone the sheer size of the buildings themselves. However, I have forgotten much of the history that I read about at the base of the statue that resides in the middle of the temple’s square.</i>	I know that Sam Poo Kong is the oldest or biggest Chinese Temple in Central Java. The colors and traditional Chinese decoration and architecture is stunning. However, I have forgotten much of the history that I read about at the base of the statue that resides in the middle of the temple’s square.
9	- Catatan: Ia tidak pernah mengunjungi	-

	Klenteng Sam Poo Kong, dan bahkan tidak mengetahui Klenteng Sam Poo Kong.	
10	Yes, I have been there. Oh, <i>I don't know the history. It's big, huge. It was hot there. Hahahaha. And for me it's a silent place</i> because the city is crowd to come in, just like the silent in there.	I don't know the history. It's big, huge. It was hot there. And for me it's a silent place

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.8. : Pernyataan Semarang Didominasi Oleh Bangunan Bersejarah

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Ya, di Semarang ada banyak bangunan bersejarah.</i>	Ya, di Semarang ada banyak bangunan bersejarah.
2	Some people looked from these cover, from <i>the building it's so old.</i> I'm sorry, but I think, some people must looked from the <i>traditional look of the building, it's so very nice I think, it's the signature of the building.</i>	The building it's so old. Traditional look of the building, it's so very nice I think The signature of the building.
3	<i>Yes, do more work to pressure much the Kota Lama, I think it's much more interesting for people. But actually they really don't do anything. falling down the building and no maintenance at all. but the buildings is mau jatuh. Ya it's too bad ya.</i>	Yes. Do more work to pressure much the Kota Lama. But actually they really don't do anything. falling down the building and no maintenance. But the buildings is mau jatuh. Ya it's too bad.
4	Yes. <i>The history building</i> are the most interesting part of Semarang. I want you can start from there and make more interesting is like already good hotels already coming, a lot of them. The restaurants with a choices different food, not only Indonesian but also Western and there's Chinese, Korean,	The history building.
5	<i>Bangunan jaman dulu itu cuma sebagian dari experience of tourism,</i> apalagi fasilitas untuk bisa ke sana dan pulang tidak begitu gampang.	Bangunan jaman dulu itu cuma sebagian dari experience of tourism.

	<p><i>tapi kalo kita punya tourist information centre dengan orang mampu, dengan peta-peta jelas mungkin di sana sudah bisa beli karcis atau mungkin sudah ada sebuah bis untuk package untuk bawa mereka tour seperti itu, dan harus profesional.</i></p> <p>.....</p> <p><i>Kalau kita mau terima tamu dengan alasan kita mau terima tamu, karena pengen mereka suka kota kita, budaya kita, atau apa saja alasan, kita harus terima mereka dengan perasaan nyata, bukan hanya pikir kalau ada turis nanti ada duit, karena itu orang pasti akan merasa berarti sensere or not sensere. Berarti bukan hanya nanti ada orang datang dan nanti yang satu fenomena di sini, misalnya yang sangat tidak bagus untuk tarif wisata adalah harga londo. Kalau you betul-betul mau tarif wisata, misalnya Borobudur ada 2 harga, harga lokal dan harga londo. Saya sudah tahu jawabannya karena orang asing punya banyak duit. itu seperti menghinakan tamu,, kalau ada orang datang tapi mereka rasa tidak dianggap serius, dan cuma dianggap sebagai sumber duit, itu akan mereka bawa pulang nanti,”</i></p>	<p>Tapi kalo kita punya tourist information centre dengan orang mampu, dengan peta-peta jelas mungkin di sana sudah bisa beli karcis atau mungkin sudah ada sebuah bis untuk package untuk bawa mereka tour seperti itu, dan harus profesional.</p> <p>Kalau kita mau terima tamu dengan alasan karena pengen mereka suka kota, budaya, kita harus terima mereka dengan perasaan nyata, bukan hanya pikir kalau ada turis nanti ada duit.</p> <p>Satu fenomena di sini, misalnya yang sangat tidak bagus untuk tarif wisata adalah harga londo. Ada 2 harga, harga lokal dan harga londo. Saya sudah tahu jawabannya karena orang asing punya banyak duit, itu seperti menghinakan tamu. Kalau ada orang datang tapi mereka rasa tidak dianggap serius, dan cuma dianggap sebagai sumber duit, itu akan mereka bawa pulang nanti.</p>
6	<p><i>Yes of course, so many historic building I think in Semarang, like Thousand Doors, Chinese Temple, andthen the old city with the big church in there.... I don't know the exact name of building, but it is a church in Old city complex, so big, I forgot with this name, pppffftt...</i></p>	<p>So many historic building.</p> <p>Like Thousand Doors, Chinese Temple, andthen the old city with the big church in there A church in Old city complex, so big.</p>
7	<p><i>Ouh yeah. Yes, it's mainly histoic buildings. For example Lawang Sewu, Sam Poo Kong, Kota Lama it so historic buildings. Like in Europe, historic buildings can be the tourism destination.</i></p>	<p>Yes, it's mainly histoic buildings.</p> <p>For example Lawang Sewu, Sam Poo Kong, Kota Lama it so historic buildings.</p>
8	<p><i>Yeah until now I'm agree. I would</i></p>	<p>Yeah until now I'm agree.</p>

	<i>have to say that the tourist attractions in Semarang, at least the worth-while ones, are historical buildings or areas.</i>	I would have to say that the tourist attractions in Semarang, at least the worth-while ones, are historical buildings or areas.
9	- Catatan: Ia belum pernah mengunjungi tempat wisata yang ada di Kota Semarang.	-
10	Yes, but the most attraction is historic building? <i>Oh no</i> , not know. For me tourist attraction. Ehm.. I guess it is. <i>What is the tourist attraction for me is every tourist attractions are attract me not only historic building.</i>	Oh no. What is the tourist attraction for me is every tourist attractions are attract me not only historic building.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.9. : Pengalaman Positif Selama Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	Yeah.. pengalaman positif yang saya dapat, <i>saya bisa kenal banyak orang orang baik dan yang tidak baik, dan saya suka tinggal di Semarang.</i> Tapi jika saya sendirian, saya sudah meninggalkan kota Semarang.	Saya bisa kenal banyak orang orang baik dan yang tidak baik, dan saya suka tinggal di Semarang.
2	<i>The people is so nice, they are so helpfull, they also keep contact, good tradition that they keep in their heart and their mind, they so respect, I like this very much and it's so very important for the nation, for the people, for the country, they keep this always, that the people take care for the other.</i> Indonesia in general they have a good tradition, in Java island had so many tradition, it's my observation, I living in Indonesia in Semarang my honest I had so many positive experience. <i>5 years living in Indonesia I never feeling bad.</i>	The people is so nice, they are so helpfull, they also keep contact, good tradition that they keep in their heart and their mind, they so respect, it's so very important for the nation, for the people, for the country, they keep this always, that the people take care for the other. 5 years living in Indonesia I never feeling bad.
3	The most positive experience? I suppose just a.. is not any single	

	<p>thing but I have to say that <i>people of Semarang is very nice, very helpfull, and friendly. For me traveling around the world, it's always about the people ya, that thing that I remember and the reason to go back the places, and so that one of the reason to continue to live here, even I you know I stop my business and the yayasan is still running ya, because the people is very good.</i></p>	<p>People of Semarang is very nice, very helpfull, and friendly.</p> <p>So that one of the reason to continue to live here, even I stop my business and the yayasan is still running, because the people is very good.</p>
4	<p>Positive? <i>A lot of positive experiences. I think the people because they're very nice, very helpful, very good, just walking around then feeling happy in the city. There's nice malls too. We like Ciputra, Matahari, meeting people, food is very important for Indonesian but it's also the really nice a lot of different kind of food. So.. ya.. nice..</i></p>	<p>A lot of positive experiences. I think the people because they're very nice, very helpful, very good, just walking around then feeling happy in the city. There's nice malls too.</p> <p>Food is very important for Indonesian but it's also the really nice a lot of different kind of food.</p>
5	<p>Like I said. <i>I like Semarang because is kota tenang, rata-rata orang di Semarang cukup friendly, nice people in general I think. Biasa orang hidup di kota-kota itu hidupnya sedikit lebih sulit untuk menahan, karena ongkos lebih tinggi atau apa, berarti lebih kompetitif, dan itu buat orang lebih keras, tapi kalau menurut saya orang di Semarang tidak begitu. The people is very nice.</i></p>	<p>I like Semarang because is kota tenang, rata-rata orang di Semarang cukup friendly, nice people in general I think. Biasa orang hidup di kota-kota itu hidupnya sedikit lebih kompetitif, dan itu buat orang lebih keras, tapi kalau menurut saya orang di Semarang tidak begitu.</p>
6	<p>Yeah <i>I have so many friends in here. I have a good neighbors who they already to help me and my family, when we have a problem and we need something to help. Hahahaha. You know.</i></p>	<p>I have so many friends in here. I have a good neighbors who they already to help me and my family, when we have a problem and we need something to help.</p>
7	<p>Well. About the people, <i>the people are so good, the people are so very kind, people are very helpful. Yeah with my friends at school, with my students, with my neighbors at home. The people in the straight say hello</i></p>	<p>The people are so good, the people are so very kind, people are very helpful. With my friends at school, with my students, with my neighbors at home. The people in the straight</p>

	<i>to me. It was enough to show me that they are so kind, so good, so friendly.</i>	say hello to me.
8	<i>I have had so many positive experiences that it is very difficult to describe any specifics. Well... Almost everyone in the city is so friendly to me and willing to help me with anything I need. All the food is exceptionally tasty. And there are beautiful sights everywhere I go. There is no doubt in my mind that the majority of my memories of Semarang have been positive.</i>	I have had so many positive experiences that it is very difficult to describe any specifics. Almost everyone in the city is so friendly to me and willing to help me with anything I need. All the food is exceptionally tasty. And there are beautiful sights everywhere I go.
9	<i>I tell you before, they haven't so much money but they always friendly, friendly, friendly and this is for me, for us are normal you know. I like in here the people always smile, friendly and easy more easy.</i>	They haven't so much money but they always friendly. I like in here the people always smile, friendly and easy more easy.
10	<i>Yes. I meet very friendly people, I like the way how Indonesian people speak on the street, and it's very easy to get conversation with them, and they ask, and they want to know about you, and that's nice, and I love to go snorkling, and so beautiful, and so many island that you can see such different things to do, it's different in Tanah Toraja, it's different in Bali, so many religions in one country that very nice to see.</i>	I meet very friendly people, I like the way how Indonesian people speak on the street, and it's very easy to get conversation with them, and they ask, and they want to know about you, and that's nice.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.10. : Pengalaman Negatif Selama Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Negatif ya? Tidak ada.</i>	Negatif, tidak ada.
2	<i>Me myself I can tell if this city is very save, compare to the another city, the country is the best for visited and Semarang is very save.</i>	Me myself I can tell if this city is very save, the country is the best for visited and Semarang is very save.

3	<p>Ah... The negative experience is a... Ah... While... <i>I would rather not talk about that, actually because with your government departments and I really prefer not to talk about the negative experience I have.</i> No. I don't want help anything and say something.</p>	<p>I would rather not talk about that, because with your government departments and I really prefer not to talk about the negative experience I have.</p>
4	<p><i>Sometimes you must to wait very long for something to be repaired or something like that.</i> When the roof is licking you asked for the repair man to come and then they say "besok". And in Holland "besok" if it Monday "besok" is Tuesday. So that's Tomorrow. But <i>in Indonesia "besok" can be next week also.</i> So then you stay home Tuesday and you call again and then there's no reply. And then you're waiting and waiting again, you can thinking and waiting when, when it be coming.</p> <p>Ya slow response sometimes. <i>And that's not only in Semarang but in Indonesia. When you go to restaurant, you order something, aa.. "Habis", aa.. "Kosong", And you think well.. if you have a restaurant you have to have stock. So that's very annoying. Hahahaha. And then when you order something else because oh yeah you must change, look at the menu again, and then order something else, "ehm.. maaf habis also". That's very stressed . In Holland, when we go to eat, we all get air food at the same time. When we are in table with five or six persons, we will get air food at the same time, all of us. So you can eat together and here it is very different. Here, maybe you're food comes, and my food comes 10 minutes later or you're already finish, like that. So yeah.. That's different.</i></p>	<p>Sometimes you must to wait very long for something to be repaired or something like that.</p> <p>In Indonesia "besok" can be next week also.</p> <p>And that's not only in Semarang but in Indonesia. When you go to restaurant, you order something, "Habis". So that's very annoying.</p> <p>And then when you order something else because you must change, look at the menu again, and then order something else, "maaf habis also". That's very stressed.</p> <p>Here, maybe you're food comes, and my food comes 10 minutes later or you're already finish, like that.</p>
5	Negatif itu kita tidak bisa bilang	

	<p>cuma di salah satu tempat. <i>Negatif datang dari sikap orang, cuma itu.</i> Dan itu tidak hanya di Semarang, itu ada di Amsterdam, itu ada dimana saja di dunia. Ya itu, <i>kita tidak bisa salahkan kota itu, atau salahkan bangsa, atau apa ndak. Itu manusia. Ada manusia yang baik dan ada manusia yang tidak baik.</i></p> <p>.....</p> <p>Itu namanya manusia, itu <i>kita harus menjaga sendiri, jadi pinter untuk baca ada orang dengan niat baik, atau orang dengan niat tidak baik.</i></p>	<p>Negatif datang dari sikap orang, cuma itu.</p> <p>Kita tidak bisa salahkan kota itu, atau salahkan bangsa, atau apa ndak. Itu manusia. Ada manusia yang baik dan ada manusia yang tidak baik.</p> <p>Kita harus menjaga sendiri, pinter untuk baca ada orang dengan niat baik, atau orang dengan niat tidak baik.</p>
6	<p>Yeah <i>I get the polution in Semarang, no healthy food. Yeah polution in Indonesia is quite high. Here in Semarang, if we see the bus, the polution from bus so very dark. It is not good,</i> you know in Europe we have a machine who can controll the carbon, the polution in the air. It's different with Indonesia and absolutely in Semarang. I think that Semarang don't have the machine, <i>so many bus, and the oldest bus can be operate in the city.</i></p> <p>Yeah I think you know what I mean. <i>The healthy food like full of vitamin and mineral that is good for our body. The fresh vegetables, fresh fruits, fresh meat, fresh chicken, and fresh bread absolutely. It so very important for me about food. Just fresh bread I can't find in Semarang.</i> I believe that fresh vegetables and fruits or meat and fish, I believe that in traditional market or supermarket we can get it. It's not very difficult to find it now.</p>	<p>I get the polution in Semarang, no healthy food.</p> <p>Polution in Indonesia is quite high. Here in Semarang, if we see the bus, the polution from bus so very dark. It is not good.</p> <p>So many bus, and the oldest bus can be operate in the city.</p> <p>The healthy food like full of vitamin and mineral that is good for our body. The fresh vegetables, fresh fruits, fresh meat, fresh chicken, and fresh bread absolutely. It so very important for me about food. Just fresh bread I can't find in Semarang.</p>
7	<p>People are not used having Western people around and pay too much attention to me. For example if <i>I walking on the road some people always looking at me.</i> What's wrong with me? Yeah in my honest, <i>I don't</i></p>	<p>I walking on the road some people always looking at me.</p> <p>I don't like it. Yeah it's my</p>

	<i>like it. Yeah it's my privacy, why always somebody look at me.</i>	privacy, why always somebody look at me.
8	<p>Although not abundant, <i>I have had bad experiences with the bureaucracy of the government, post office and banks. All are slow and frustrating and usually end with me screaming in anger or wasting hundreds of U.S. dollars.</i> But these places can be negative in any country. Other than that, <i>I must say that there are many beggars and crazy people walking the streets begging for money...or worse.</i> There is defiantly more of an abundance of these people in Semarang than there are in the U.S.</p>	<p>I have had bad experiences with the bureaucracy of the government, post office and banks. All are slow and frustrating and usually end with me screaming in anger or wasting hundreds of U.S. dollars.</p> <p>I must say that there are many beggars and crazy people walking the streets begging for money or worse.</p>
9	<p>Negative. Yeah sometime negative, I can see specially in the factory yeah. <i>When I told my people. This is my people in my place and then giving information and then discuss with you and give instructions what you must do then I ask you question such you are understand. " Yeah sure, everything is ok yeah."</i> Ok <i>and then they are going and then after 30 minutes maybe 1 hour I check it by myself again. What are you doing? "Ouh salah".</i> I ask you 20 times I'm angry when you tell me, please again... again... but you know suck I'm not understand. <i>I tell you something then yes understand then you make it salah that is what I know don't understand and this I don't know why until now... now. Until now, I have this is experience. I don't know why.</i></p>	<p>When I told my people, and then giving information and then discuss, and give instructions what you must do then I ask you question such you are understand. "Yeah sure, everything is ok yeah."And then they are going and then after 30 minutes maybe 1 hour I check it by myself again. What are you doing? "Ouh salah".</p> <p>I tell you something then yes understand then you make it salah that is what I know don't understand and this I don't know why until now. Until now, I have this is experience.</p>
10	<p><i>Sometimes it has a trafic but it's not too bad.</i> It's ok. Sometimes there's a "go to kamar kecil" Yes, <i>sometimes it has dirty toilets, but I have not many negative experiences.</i></p>	<p>Sometimes it has a trafic but it's not too bad.</p> <p>Sometimes it has dirty toilets.</p> <p>I have not many negative experiences.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.11. : Pendapat Mengenai Makanan Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<p>Hm... <i>Di Semarang saya tidak suka, karena kebanyakan makanan di sini rasanya manis.</i></p> <p>.....</p> <p><i>Di sini arti makan adalah karena lapar, bisa jam 5, 7 atau 9, kalau merasa lapar tinggal makan.</i></p> <p>.....</p> <p><i>Dan jenis makanan yang saya suka adalah nasi goreng, beberapa kali saya makan nasi goreng sampai tak terhitung lagi jumlahnya.</i></p> <p>.....</p> <p><i>Saya makan berkeringat sekali, karena rasanya pedasnya luar biasa, tidak rasa apapun hanya ada rasa pedas. Saya memesan nasi goreng untuk makan nasi, bukan untuk cuma makan rasa pedas.</i></p> <p><i>Tapi kamu harus tahu, mengapa orang Indonesia suka makan banyak lombok. Menurut saya, makan banyak lombok karena</i></p> <p><i>Ya, karena kotor, bukan dari burung (flu burung) atau dari lainnya, ya karena dari kotor, budaya hidup yang tidak bersih. Oke.</i></p>	<p>Di Semarang saya tidak suka, karena kebanyakan makanan di sini rasanya manis.</p> <p>Di sini arti makan adalah karena lapar, bisa jam 5, 7 atau 9, kalau merasa lapar tinggal makan.</p> <p>Dan jenis makanan yang saya suka adalah nasi goreng, sampai tak terhitung lagi jumlahnya.</p> <p>Saya makan berkeringat sekali, karena rasanya pedasnya luar biasa.</p> <p>Mengapa orang Indonesia suka makan banyak lombok. Menurut saya, makan banyak lombok karena kotor, bukan dari burung (flu burung) atau dari lainnya, ya karena dari kotor, budaya hidup yang tidak bersih.</p>
2	<p><i>Food is not really the problem for me. Yeah because me myself I like to try the new food. The taste of food is very strength, sweet, Sweet food and very spicy, very spicy.</i></p>	<p>Not really the problem for me. Me myself like to try new food. The taste of food is very strength, sweet food and very spicy.</p>
3	<p><i>Ya saya orang Amerika Selatan ya, tapi saya suka yang yang lebih pedas ya.</i></p> <p><i>Specialy thing of padang food of course, but this is not special to Semarang everyplace in Indonesia. What is the special about Semarang of course we have bandeng. Brrr.. Yeah this one. But it's not from these area ya. What special from Semarang? Actually.... I can't found it, so special</i></p>	<p>Saya suka makanan yang lebih pedas.</p> <p>Specialy thing of padang food of course, but this is not special to Semarang everyplace in Indonesia. What is the special about Semarang of course we have bandeng. But it's not from these area ya. I can't found it, so special from Semarang. It's to</p>

	<i>from Semarang. Yaaa... it's to hard to find special only coming from Semarang. I don't know.</i>	hard to find special only coming from Semarang. I don't know.
4	<p>It depends where you go. <i>There some very good restaurant and there's also restaurant 'biasa' or very ordinary. Yah.. lumayan. Ya, there is. But also very good. Sometimes, we like go to foodcourt in Tanah Mas. You can eat really nice 'udang' over there. "Ehm.. enak sekali."</i> and well, <i>and that's not so very expensive but there's also 'kepiting', oow.. really nice.. And there's a lot of good fish, because of yeah.. harbour place, so very good fish.</i> But also the Korean restaurant somewhere. I don't exactly know on there. I think it's near Candi. <i>That's a Korean Restaurant and that's really nice to go there also. Nice foods. Chinesse foods, Sushi, Japanese, Western restaurant. I think now yeah.. a lot of choices. A lot of good food. My favorite food? Soto Ayam from Pak Med.</i></p>	<p>There some very good restaurant, also restaurant 'biasa' or very ordinary. Lumayan.</p> <p>We like go to foodcourt in Tanah Mas. You can eat really nice 'udang' over there, and that's not so very expensive but there's also 'kepiting', really nice. And there's a lot of good fish, because of harbour place, so very good fish.</p> <p>That's a Korean Restaurant, Chinesse foods, Sushi, Japanese, Western restaurant. A lot of good food. My favorite food is Soto Ayam from Pak Med.</p>
5	<p>Ok. I, I like. <i>Saya punya eeee.... lidah gampang, saya bisa makan apa saja. Dapur Indonesia selain itu dapur di seluruh Asia sangat enak, karena variatif, cuma di daerah Semarang atau mungkin Jawa Tengah orang terlalu banyak suka manis. Jadi masakan di sini bagi lidah saya kadang-kadang terlalu manis. Kedua, yang saya heran, iklim tropis seperti ini tiap hari ada sesuatu Tuhan lewat alam kasih ke kita, buah, ikan, apa saja. Tapi kok orang sekarang suka cuma makan gorengan-gorengan dan minum dengan yang banyak gula-gula, kok bisa sih? Yang itu itu salah efek samping dari modernisasi kita bisa bilang. Itu akan muncul di generasi depan, muncul banyak penyakit, karena tidak sehat sama sekali, enak? Iya!</i></p>	<p>Saya punya lidah gampang, saya bisa makan apa saja.</p> <p>Semarang atau mungkin Jawa Tengah orang terlalu banyak suka manis.</p> <p>Kedua, yang saya heran, iklim tropis seperti ini tiap hari ada sesuatu Tuhan lewat alam kasih ke kita, buah, ikan, apa saja. Tapi kok orang sekarang suka cuma makan gorengan-gorengan dan minum dengan yang banyak gula-gula.</p> <p>Itu akan muncul di generasi depan, muncul banyak penyakit, karena tidak sehat sama sekali, enak? Iya!</p>

	<p>..... <i>Pedas saya suka, pedas saya suka.</i> <i>Saya sangat suka rendang. Tapi soto, saya suka soto, nasi goreng, nasi. Tidak ada yang saya tidak suka dengan masakan. Hahaha. Enak. Wisata kuliner, hahahaha.</i></p>	<p>Pedas saya suka. Saya sangat suka rendang. Saya suka soto, nasi goreng, nasi. Tidak ada yang saya tidak suka dengan masakan.</p>
6	<p><i>I'm not that much of food hunter. But I like to try something new. Like Indonesian food, I want to try. Hmm... The taste so yummy. Taste of Asian specially taste of Indonesian. Hmmm.. Is so difficult to answer. Hahahaha. I must choose one of so many yummy food. Hahahaha. Yes. Hmm.. I think I like the special one fried rice.</i></p>	<p>I'm not that much of food hunter. But I like to try something new. The taste so yummy. Is so difficult to answer. I must choose one of so many yummy food. I think I like the special one fried rice.</p>
7	<p><i>Yes, of course. I really love Indonesian food, my favorite is Bakmi Goreng, Ayam and Satay. Yeah I like too. Like I said I love all of Indonesian food. So I like rendang, nasi goreng too, but my favourite food is ayam goreng, bakmi goreng, and satay.</i></p>	<p>I really love Indonesian food, I like rendang, nasi goreng. My favourite food is ayam goreng, bakmi goreng, and satay.</p>
8	<p><i>I love eating out. At first, I thought I would not like the Indonesian food. However, I now fear the day I have to leave Indonesia because I can't go back to eating American food. The taste of the food in Indonesia is so spicy and flavorful that it will be hard to eat anything else. That being said, my favorite food is nasi rendang or anything covered in sambal bawang.</i></p>	<p>I love eating out. At first, I thought I would not like the Indonesian food. The taste of the food in Indonesia is so spicy and flavorful that it will be hard to eat anything else. My favorite food is nasi rendang or anything covered in sambal bawang.</p>
9	<p><i>Specially is in Semarang I... I like the hutan atau the... the food from the sea. Ok you can find and enjoy it, number 1 it's more expensive.</i> <i>The easy food only what, what I'm missing in here for the food, you know the German people it's real roti. Roti for breakfast. Yeah, and special bread one in here white... But I don't know</i></p>	<p>I like the food from the sea. You can find and enjoy it, number 1 it's more expensive. I'm missing in here for the food, the German people it's real roti. Roti for breakfast. Special bread one in here white. But not the real bread, I don't know why no</p>

	<p><i>why no in Semarang. : I have one bread one I buy always this in Ciputra Mall, this is dog bread you know this is good also the round sangat but for this one they must do a little bit more. I like spicy. For the first time for me not easy I have a little bit problem then I stopped you know. But after this one and my body know what happen and then everything is ok. I like it, I like it. My favorite Gurami. Not all, not all but ok I like... I like gurami, and I like Italy food Pizza and Pasta. I like this one yeah. We have visits some favorite restaurant this is also good food. But from Indonesia I like udang and gurami. I like it very much. Soto ayam. I like also simple one bakwan, bakwan jagung I like it. Tempe goreng, and beer bintang.</i></p>	<p>in Semarang.</p> <p>I like spicy. For the first time for me not easy I have a little bit problem then I stopped.</p> <p>My favorite Gurami. I like gurami, and I like Italy food Pizza and Pasta. We have visits some favorite restaurant this is also good food. Soto ayam. I like also simple one bakwan, bakwan jagung I like it. Tempe goreng, and beer bintang.</p>
10	<p><i>Oh yeah, I love food. Oh yes, of course. It's very important for me. Yeah, in Semarang? Very good. I love the food. It more sweet and compare with Manado food, Manado food is hot and spicy. No. It's not good for me, but in Semarang you can get western foods, and you can also get very good foods. Not spicy. Sweet? I can't say it like no prob so I like to find eat. Potatoes, there's a lot of potatoes.Ehm.. I can't explain. Wow.. It's hard to decide. I love all that very good pasta with the... sorry... spinach? Fungi.. What's the name of the... Jamua? What the english for Jamua? Ya, the pasta with spinach and mushroom.</i></p>	<p>I love food. Oh yes, of course. It's very important for me.</p> <p>It more sweet and compare with Manado food, Manado food is hot and spicy. It's not good for me, but in Semarang you can get western foods, and you can also get very good foods.</p> <p>It's hard to decide. I love all that very good pasta with spinach and mushroom.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.12. : Pendapat Mengenai Tari Tradisional Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<p><i>Kalau saya lihat tarian tradisional, saya akan mengambil telepon genggam saya dan saya main dengan telepon. Karena saya bukan orang Indonesia jadi saya tidak mengerti. Karena kalau ada turis melihat tarian tradisional (Memperagakan orang menari tari tradisional), seharusnya ada informasi untuk mengetahui ini tarian apa, untuk apa tarian tersebut, ini sejarahnya darimana, baru orang akan tertarik untuk melihatnya.</i></p> <p>.....</p> <p><i>Selama saya di Semarang, saya belum pernah melihat hal tersebut, mungkin saya salah atau saya tidak tahu.</i></p>	<p>Kalau lihat tarian tradisional, saya akan mengambil telepon genggam dan main dengan telepon. Karena saya bukan orang Indonesia jadi saya tidak mengerti.</p> <p>Seharusnya ada informasi untuk mengetahui ini tarian apa, untuk apa tarian tersebut, ini sejarahnya darimana, baru orang akan tertarik untuk melihatnya.</p> <p>Di Semarang, saya belum pernah melihat hal tersebut.</p>
2	<p><i>Well something like that .Yeah I don't understand. Quite, and sweet move. It's not bored, it's not really, I'm sorry, I don't know why they are moved, and why this make up, why they give their face and expressions. I just know that the dance have a something means, but I don't understand. It's so very interesting, and I like to watch, but I don't understand.</i></p>	<p>Yeah I don't understand. Quite, and sweet move.</p> <p>I just know that the dance have a something means, but I don't understand. It's so very interesting, and I like to watch, but I don't understand.</p>
3	<p><i>Ya. Sudah. Sering. But and actually I really quite like this, but actually this also not really from Semarang ya.</i></p> <p>.....</p>	<p>Ya. Sudah. Sering. But and actually I really quite like this, but actually this also not really from Semarang ya.</p>
4	<p><i>Never, Ya, no. Where you can see that? Well then you should make a place for it's special there's another tourist attraction maybe. Prambanan. That's really nice. We've been there and really nice to go there. So if Semarang has special dance, you better make a place and where people can go and go to look it.</i></p> <p><i>Never. I never heard of it. Never. So that's what I mean if you don't asked</i></p>	<p>Never.</p> <p>Where you can see that?</p> <p>If Semarang has special dance, you better make a place and where people can go and go to look it.</p>

	for it, I don't know. <i>If you don't tell me, I don't know. So that's the problem.</i>	If you don't tell me, I don't know. So that's the problem.
5	Ya. <i>Karena saya pernah lihat beberapa bulan yang lalu di Ciputra. Ada lomba bawa kelompok-kelompok tari, di sana harus buat tarian mereka dan itu, lagi sesuatu saya, sesuatu saya takut. Nanti akan hilang, karena anak-anak muda sekarang mau. mau itu (memperagakan memegang HP) Gadget, gadget, ngobrol, ngobrol, whatsapp, whatsapp, dan berarti perhatian mereka mungkin sudah bergeser, dan itu sayang karena budaya Indonesia begitu kaya, begitu bagus, tradisi-tradisi begitu istimewa. Itu harus disimpan dan itu bisa jadi sebagian dari karakter wisata sebuah kota, seperti di Semarang.</i>	Karena saya pernah lihat beberapa bulan yang lalu di Ciputra. Ada lomba bawa kelompok-kelompok tari. Saya takut. Nanti akan hilang, karena anak muda mau Gadget, ngobrol, whatsapp, dan perhatian mereka sudah bergeser, dan itu sayang karena budaya Indonesia begitu kaya, begitu bagus, tradisi-tradisi begitu istimewa. Itu bisa jadi karakter wisata sebuah kota, seperti di Semarang.
6	Semarang's dance same with Jogja and Solo dance? Ouh if it different, so <i>I never see the Semarang's dance. What's it? Never hear of it. Ouh I don't know. Where is it? Yeah, if someone, like you don't give me an information like that, so I never know about it.</i> Hahaha.	I never see the Semarang's dance. If someone, like you don't give me an information like that, so I never know about it.
7	<i>It's very nice to watch, but I have a problem with the dance. Yeah I'm enjoy to watch, but I didn't know what the message of the dance. I must ask my friends to tell me about the dance.</i> Hahahaha.	It's very nice to watch. I'm enjoy to watch. I didn't know what the message of the dance. I must ask my friends to tell me about the dance.
8	<i>I have seen the traditional Javanese dance. It is incredibly fluid and very interesting to watch despite the fact it is different than most dances I have ever seen. I enjoy the new experiences as there is no such thing as a good or bad culture.</i>	I have seen the traditional Javanese dance. It is incredibly fluid and very interesting to watch despite the fact it is different than most dances I have ever seen. I enjoy the new experiences as there is no such thing as a good or bad culture.
9	<i>No. I don't know in here where. Yeah real no, but I'm specially in Bali you usually can see in here or event in</i>	No. I don't know in here where.

	Semarang, Bali yeah you know it's emm.... As you see this one. So you can see yeah. <i>This is you know when seem you know the information this is like this one.</i>	This is you know when seem you know the information this is like this one.
10	Ya, <i>Saya sudah menonton, apa namanya saya tidak tahu. I have ever seen it in.. I don't know the name.. I go there with my husband.</i> It's an old place? <i>It's nice.</i> No it's ok. (Language) Ya (Enjoy)	Saya sudah menonton. I have ever seen it in, I don't know the name. I go there with my husband. It's nice.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.13. : Pendapat Mengenai Pantai Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Saya suka pantai, tapi tidak di sini. Kamu tahu, mengapa pantai – pantai di Semarang sangat kotor? Karena semua air selokan dibuang di laut, jadi lihat betapa kotornya. Tentunya ini juga jelas berbeda dengan yang ada di Eropa, di sana tidak semua bisa dibuang di laut, drainasenya baik sehingga bisa langsung minum air dari kran.</i>	Saya suka pantai, dan semua orang Eropa suka bermain di pantai. Tapi tidak di sini. Pantai di Semarang sangat kotor. Karena semua air selokan dibuang di laut, jadi lihat betapa kotornya.
2	<i>I never go to the beach. Yeah it's beacuse the beach it's not suitable for swimming. It's not really clean. I don't know the beach. So I never go to beach. I can't said good or not good. It's not fair, because I don't have an information.</i>	I never go to the beach. Beacuse the beach it's not suitable for swimming. It's not really clean.
3	<i>Nothing special. No. I not coming to go to pantai, not defently not. The water is not clean, and the beaches is not nice, and the.. ya.. nothing.. no reason although come to Semarang to the pantai. Andthen I have many places how long the beach in Semarang. But because the river is going out a</i>	Nothing special. The water is not clean, and the beaches is not nice, and no reason although come to Semarang to the pantai. Because the river is going out a

	<p><i>lot of the sands from the mountain, a lot of lumpur in the water, is not what we would concern for swimming in the beautiful water, you know.</i></p>	<p>lot of the sands from the mountain, a lot of lumpur in the water.</p>
4	<p>Well.. there's not much beach because you call it beach maybe but <i>it's not beach. It's a dike. Yeah.. because it's a lot of stones. And the beach, well.. the sand is not like a beach because the beach has nice yellow or white sands. But this sands is brown, dirty and not really nice place.</i></p> <p>No. <i>No sunbathing over there. And then the people will stare at you when you go sunbathing over there.</i> Everybody. If I wear my bikini over there and bathing soon. Oh, bye.. problem.. hahaha..</p> <p><i>We go to the beach because it's near a house. So we walked there. But we go there to walked around. Just for exercise but not for the nice beach for the see, or something.</i></p>	<p>It's not beach. It's a dike, because it's a lot of stones.</p> <p>The sand is not like a beach because the beach has nice yellow or white sands. But this sands is brown, dirty and not really nice place.</p> <p>No sunbathing over there. And then the people will stare at you when you go sunbathing over there.</p> <p>We go to the beach because it's near a house. Just for exercise but not for the nice beach for the see, or something.</p>
5	<p>What beach? <i>Tidak ada beach. Semarang tidak ada beach. Sayang sekali, sayang.</i></p> <p>.....</p> <p>Di Semarang tidak ada pantai, dimana. Ouh itu bukan. <i>Pantai Marina itu bukan pantai. Itu cuma batas antara tanah dan air.</i> Pantai itu ada pasir, seperti Parang Tritis atau apa itu namanya di Jogja itu, itu namanya pantai. <i>Iya ada, ada pohon, kelapa,</i> tapi lagi, Parang Tritis untuk orang asing sama sekali tidak recommend. Kenapa? Tidak terawat, kotor, warung-warung, standart. <i>Semua kalau you mau tarik wisata-wisata dari luar negeri, you harus menciptakan sesuatu yang buat mereka datang dengan alasan apa.</i></p> <p>.....</p> <p><i>Idenya orang asing punya pantai,</i></p>	<p>Tidak ada beach. Semarang tidak ada beach. Sayang sekali, sayang.</p> <p>Pantai Marina itu bukan pantai. Itu cuma batas antara tanah dan air. Pantai itu ada pasir, ada pohon kelapa.</p> <p>Kalau mau tarik wisata-wisata dari luar negeri, you harus menciptakan sesuatu yang buat mereka datang dengan alasan apa.</p> <p>Idenya orang asing punya pantai,</p>

	<p><i>kalau datang ke negara tropis seperti ini adalah pasir putih, pohon kelapa, cafe yang bagus, bukan warung, dan airnya yang bersih, akses gampang, bisa parkir dimana saja. Nah itu, di Marina itu apa? Kita tidak tahu. Sebagian pribadi, dan ada yang sebagian tidak pribadi, warung-warung sembarang aja. Lagi, tidak, kalau tidak diatur tidak akan berhasil. Itu, Marina itu kebanyakan pacar, saya lihat. Duduk, nongkrong, romantis, makan, sampah dibuang, kotor. Pasti.</i></p>	<p>kalau datang ke negara tropis seperti ini adalah pasir putih, pohon kelapa, cafe yang bagus, bukan warung, dan airnya yang bersih, akses gampang, bisa parkir dimana saja.</p> <p>Marina itu kebanyakan pacar, saya lihat. Duduk, nongkrong, romantis, makan, sampah dibuang, kotor. Pasti.</p>
6	<p><i>Yeah I just know that Semarang have a beach, but I never go there. It's simple. Because it is not a beach. Yeah really. I'm not joke. Hahahaha. If it was a beach, so in there have so many white sands, have a clean water, have a nice water sport or something like that. But I never hear that Semarang have it. Yeah I know Marina, but it is not a beach, it is a sea.</i></p>	<p>I just know that Semarang have a beach, but I never go there. Because it is not a beach.</p> <p>If it was a beach, so in there have so many white sands, have a clean water, have a nice water sport or something like that. But I never hear that Semarang have it. I know Marina, but it is not a beach, it is a sea.</p>
7	<p><i>I didn't see the beach here. Where is the beach? Yes sir. I didn't see the beach in here. I never go there. Because I read a review for Marina beach is not recommended to go there. So I never go there. They said that Marina is not clean, dirty, eeee..... haven't sands, and the water so brown.</i></p>	<p>I didn't see the beach here.</p> <p>I never go there. Because I read a review for Marina beach is not recommended to go there. So I never go there. They said that Marina is not clean, dirty, haven't sands, and the water so brown.</p>
8	<p><i>I have been to a couple of beaches on the north coast near the tambak ikan and near pantai Marina. I find the water and sand very dirty and polluted. The water is brown, and the sand is black from pollution, not organics. However, life still thrives in such environments. There are many bivalves and isopods that still inhabit the rocks and beaches of Semarang.</i></p>	<p>I have been to a couple of beaches on the north coast near the tambak ikan and near pantai Marina. I find the water and sand very dirty and polluted. The water is brown, and the sand is black from pollution, not organics. However, life still thrives in such environments.</p>
9	<p><i>I sometimes I go on there but alone.</i></p>	<p>I sometimes go on there but alone.</p>

	<p><i>To enjoy to... to refreshing inside but you know, I look only white color and you are Londo and you aren't alone but I look inside in the Marina and I felt enjoy by myself. The meaning is Uhhh... you know I'm sitting and it was a small place stone and you can sit in there. And then I only look the water you know but I can't do it always. Sometimes "Mister foto foto?" You know for me this is sometimes like... same like an animal. You know "Mister Mister foto ini ini?" Why I am in there? Sometimes people ask me why you are here alone? You know this is I don't really enjoy in here. I can't enjoy in this place normally what I want. This is nice place for me but not for swimming or something like that. Yeah a little bit close everything just stress or what happens in the factory or something like that, only enjoy a little bit.</i></p>	<p>To enjoy, to refreshing inside. I'm sitting and it was a small place stone and you can sit in there. And then I only look the water you know but I can't do it always. Sometimes "Mister foto foto?" You know for me this is sometimes same like an animal. I can't enjoy in this place normally what I want.</p> <p>This is nice place for me but not for swimming or something like that. Yeah a little bit close everything just stress or what happens in the factory, only enjoy a little bit.</p>
10	<p><i>I saw that there is no beach. I don't know that there's a beach? Sorry, I. I. I don't know. Where is it? Is that really beach? Like white sand and.. Yeah, for me, beach has white sands and blue sea.</i></p>	<p>I saw that there is no beach. I don't know that there's a beach? Sorry, I don't know.</p> <p>For me, beach has white sands and blue sea.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.4.14. : Pendapat Mengenai *Branding* Bagi Kota Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	Karena menurut saya ya, <i>Semarang itu adalah Kota Industri, bukan kota wisata.</i>	Semarang itu adalah Kota Industri, bukan kota wisata.
2	About Semarang, <i>first brand for Semarang is Industrial city.</i> But I saw that Semarang had so many factory, <i>but the factory in Semarang is clean factory. They are don't polute so much, it's really nice for</i>	First brand for Semarang is Industrial city. The factory in Semarang is clean factory. They are don't polute so much,

	<p><i>the city. Although I think that Semarang is Industrial city, you can see that, it's a clean, industrial but it's clean.</i></p>	<p>it's really nice for the city.</p>
3	<p>Yes, and in fact I think that <i>more people come here because for business</i> and actually is non like that, <i>it's like Semarang is a good place to come, and you can have the nice life here, and you can have a good business here, but it's not something you go because you tourist.</i> <i>Yeah for living. Living is very nice here, living is very nice.</i></p>	<p>More people come here because for business.</p> <p>Semarang is a good place to come, and you can have the nice life here, and you can have a good business here, but it's not something you go because you tourist.</p> <p>Living is very nice here.</p>
4	<p>Well when you say like that, well we <i>first start it would be like industrial city like a Harbor city. And yeah, that's I think it's changing more into city for living?</i> But I think before it was a specially industrial city. <i>Maybe it changing little bit. Because Semarang is changing very fast.</i></p>	<p>First start it would be like industrial city like a Harbor city. And I think it's changing more into city for living.</p> <p>Because Semarang is changing very fast.</p>
5	<p>..... <i>Sebetulnya kalau memang Semarang mau jadi fokus wisata serius apalagi kalau mau fokus ke wisata asing harus ada sesuatu yang lebih menarik. Kota lama tidak cukup, Kota lama semacam itu ada banyak di luar negeri, dan kondisinya lebih bagus daripada di sini.</i> <i>Branding untuk Kota Semarang saya tidak tahu.</i> <i>Ya tetapi industrial city tidak akan buat menarik turis, turis tidak mau datang untuk melihat polusi atau gudang atau apa. Turis mau datang karena kota itu ada sesuatu yang kuat, efek seperti magnet, jelas Bali ada.</i> <i>Sampai sekarang, selain Kota Banjir tidak ada branding sama sekali, seperti yang saya bilang. Saya juga baca, pemerintah akan fokus ke Kota</i></p>	<p>Sebetulnya kalau memang Semarang mau jadi fokus wisata harus ada sesuatu yang lebih menarik.</p> <p>Branding untuk Kota Semarang saya tidak tahu.</p> <p>Industrial city tidak akan buat menarik turis, turis tidak mau datang untuk melihat polusi atau gudang atau apa. Turis mau datang karena kota itu ada sesuatu yang kuat, efek seperti magnet.</p> <p>Sampai sekarang, selain Kota Banjir tidak ada branding sama sekali. Pemerintah akan fokus ke Kota Lama tapi itu tidak akan</p>

	<i>Lama tapi itu tidak akan cukup untuk jadi fokus branding, karena itu di seluruh dunia ada kota-kota lama, dan sudah dalam kondisi yang jauh lebih baik.</i>	cukup untuk jadi fokus branding, karena di seluruh dunia ada kota lama, dan sudah dalam kondisi yang jauh lebih baik.
6	<i>I think Industrial city. You know because my reason move here to Semarang for business, and I look that Semarang have so many factory, like in Gatot Subroto or BSB I think. And I looking for that, not for tourism.</i>	I think Industrial city. Because my reason move here to Semarang for business, and I look that Semarang have so many factory, like in Gatot Subroto or BSB I think. And I looking for that, not for tourism.
7	<i>It's so hard for me to explain. What brand? No brand I think. Yeah no brand. Because there are no branding in here. No I think. Not an industrial city, and not a tourism city. Because I didn't find something special from Semarang. So I don't know what can I give brand for Semarang.</i>	It's so hard for me to explain. No brand I think. Not an industrial city, and not a tourism city. Because I didn't find something special from Semarang.
8	<i>In my opinion, Semarang is known for it's historical background and it's production of seafood, specifically ikan bandeng. Everything from Old City to Thousand Doors has history from before the Dutch colonization, to the Indonesian Revolution, to present day. Much of that history can simply be felt walking the streets of down town. But further away you travel from down town, the more you see the impact that local markets have on the economy, and because of Semarang's location on the coast, the sea food market supplies many Indonesians, in this city and across Java with plenty of fresh fish and seafood.</i>	Semarang is known for it's historical background and it's production of seafood, specifically ikan bandeng. Everything from Old City to Thousand Doors has history from before the Dutch colonization, to the Indonesian Revolution, to present day. Semarang's location on the coast, the sea food market supplies many Indonesians, in this city and across Java with plenty of fresh fish and seafood.
9	<i>Yeah. I think 13 years in here. When I see now 13 years in Semarang it's bigger, bigger and bigger. Bigger is a meaning for Tourism you know for the hotel more hotels and they do something, they do something for people come in here ehm... come in</i>	Bigger is a meaning for Tourism you know for the hotel more hotels and people come in here for enjoy for they do something. Tourism is money when people

	<i>here for enjoy for they do something yeah? I think ok Tourism is money when people come to Indonesia not also only in Bali, also in here. This is money for the hotels for the people in here they have something to do you know what I mean. I think they are on the... on the good way yeah? For the Tourism.</i>	come to Indonesia not also only in Bali, also in here.
10	<i>For me it's very nice to see the old city. I like the old building, and in my opinion they are more beautiful than the old buildings more in Jakarta. So I think this is a branding for Semarang and it's very good photos.</i>	For me it's very nice to see the old city. I like the old building, and in my opinion they are more beautiful than the old buildings more in Jakarta. So I think this is a branding for Semarang and it's very good photos.

Sumber: Data Primer, diolah Februari 2016

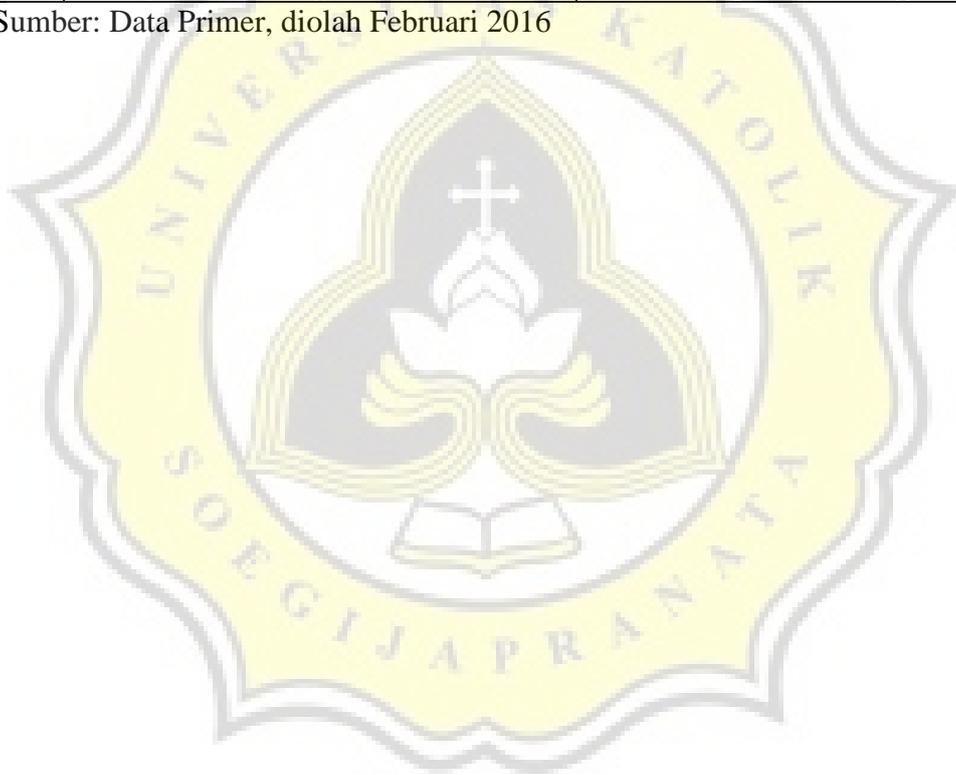
Tabel 4.4.15. : Biaya Hidup Di Semarang Dibandingkan Kota Lain

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Semarang mahal. Saya sering ke Jogja contoh ya, menurut saya Jogja jauh lebih murah dari Semarang, menurut saya begitu. Apa namanya, saya lihat di sini tidak ada balance dari harga makanan dari gaji orang. Karena ada orang punya dan ada orang tidak punya. Tapi sekarang ada begini (Sambil menunjukkan sebuah jarak dengan kedua tangannya) harus.</i>	Semarang mahal. Menurut saya Jogja jauh lebih murah dari Semarang, menurut saya begitu. Saya lihat di sini tidak ada balance dari harga makanan dari gaji orang. Karena ada orang punya dan ada orang tidak punya. Tapi sekarang ada begini (Sambil menunjukkan sebuah jarak dengan kedua tangannya).
2	<i>I think is cheaper than Jakarta, cheaper than Bali, because the prices of the city is less. So you find a cheaper food, but if you go to the mall, shop or grocery it's all the same. You buy a juice, you can buy with the same price in Jakarta. If you buy a vegetables in traditional</i>	I think is cheaper than Jakarta, cheaper than Bali. If you go to the mall, shop or grocery it's all the same. If you buy a vegetables in

	<i>market, you can buy cheaper than Bali or Jakarta.</i>	traditional market, you can buy cheaper than Bali or Jakarta.
3	<i>Yes, more cheap, easy to do all the things here ya, okey the something for daily life not is good, because the shopping is not so good here. No, for bule is not so good, because problem is we want to buy to own food, and is difficult to take it in this place.</i>	More cheap, easy to do all the things here. Something for daily life not is good, because the shopping is not so good here. Problem is we want to buy to own food, and is difficult to take it in this place.
4	<i>It's good. I think cheaper than Jogja, cheaper than Bali. I think it's good.</i>	It's good. I think cheaper than Jogja, cheaper than Bali. I think it's good.
5	<i>Saya sulit banding, karena saya tidak pernah hidup di kota-kota lain. Tetapi kalau saya lihat rata-rata sekarang, kalau saya banding harga-harga misalnya di supermarket atau apa, sekarang semua jadi gila mahal, sangat mahal sekarang. Kesenjangan antara orang punya dengan orang tidak punya telalu jauh.</i>	Saya sulit banding, karena saya tidak pernah hidup di kota-kota lain. Tetapi saya banding harga misalnya di supermarket, sekarang semua jadi gila mahal, sangat mahal sekarang. Kesenjangan antara orang punya dengan orang tidak punya telalu jauh.
6	<i>Semarang when compare to Bali, Semarang is cheaper than Bali. Semarang with Jakarta, Semarang also is cheaper than Jakarta. Compare with Jogja, Jogja is cheaper than Semarang. Semarang with Solo I think is quite same.</i>	Semarang is cheaper than Bali. Semarang also is cheaper than Jakarta. Jogja is cheaper than Semarang. Semarang with Solo I think is quite same.
7	<i>It is cheap to live here. Yeahh. Very cheap, compare to Bali, compare to Solo, especially compare to Hungary.</i>	Very cheap, compare to Bali, compare to Solo, especially compare to Hungary.
8	<i>I can't complain about my living situation in this city. Semarang is so much less expensive than other cities. Other cities like Jakarta or cities in Bali have attempted to bankrupt me. But everything is so cheap, but still so good in Semarang. Living cost in Semarang is ok for me.</i>	Semarang is so much less expensive than other cities. Other cities like Jakarta or cities in Bali have attempted to bankrupt me. Living cost is ok for me.
9	<i>This is so expensive the cost for living, from the cost this is so expensive,</i>	This is so expensive the cost for living, from the cost this is so expensive.

	<p>..... <i>Semarang and Jogja I think I think so this is same. Semarang – Jakarta is different.</i></p>	<p>Semarang and Jogja I think is same. Semarang – Jakarta is different.</p>
10	<p><i>It's cheaper than Manado.</i></p> <p>..... Ya. <i>It's cheap. The food and the coffee are cheaper. And the Taxi in Manado much expensive than the taxi in Semarang.</i> <i>No, I think it will be more cheaper. (Compare with Bali)</i> <i>Maybe it's same. But I'm not sure. (Compare with Jogja)</i></p>	<p>It's cheaper than Manado.</p> <p>The food and the coffee are cheaper. And the Taxi in Manado much expensive than the taxi in Semarang. No, I think it will be more cheaper. (Compare with Bali) Maybe it's same. But I'm not sure. (Compare with Jogja)</p>

Sumber: Data Primer, diolah Februari 2016



3. Data Post-Trip

Tabel 4.5.1. : Informasi Mengenai Keinginan Kembali Ke Negara Asal

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Setiap tahun.</i>	Setiap tahun.
2	<i>Not yet. Yeah not yet. My family they have back to our country, but me myself don't come back. Next year insyaallah, yes next year.</i>	Not yet. Me myself don't come back. Next year insyaallah.
3	<i>Iya sudah lama saya tidak kembali di sana. Hampir 20 tahun ya.</i>	Iya sudah lama saya tidak kembali di sana. Hampir 20 tahun ya.
4	<i>Yeah.. we go back to my country maybe once a year because of the wedding our children, because of well.. our grandson was born last year, so usually there's no occasion to go back. And it depends, because we had a wedding in August, we had a wedding in.. one time in May, so when wedding is weigh just go, for a when there's like certain birthday of my mother or something like that.</i>	We go back to my country maybe once a year. Because of the wedding our children, our grandson was born last year, because we had a wedding in August, when there's like certain birthday of my mother or something like that.
5	<i>Yeah.</i>	Yeah.
6	<i>Yes I do.</i>	Yes I do.
7	<i>No, I am not going home before the school year ends, actually until this semester.</i>	No, I am not going home before the school year ends, actually until this semester.
8	<i>I have not yet returned from my country. I have remained in Indonesia.</i>	I have not yet returned from my country. I have remained in Indonesia.
9	<i>My family is here. This is emmm in the... in the moment I can go back, up to me.</i>	My family is here. This is in the moment I can go back, up to me.
10	<i>Yes.</i>	Yes.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.2. : Intensitas Pulang Ke Negara Asal

R	Answer (Jawaban)	Key words (Kata inti)
1	<p><i>Kalau sekarang, 2 tahun saya baru pulang ke rumah. Tapi biasanya, setiap tahun saya pulang.</i></p> <p>.....</p> <p><i>Sepertinya Februari atau Maret saya akan pulang selama 1 bulan, untuk berjumpa dengan teman, buyer, dan merasakan angin dari kota saya. Hahaha.</i></p>	<p>Kalau sekarang, 2 tahun saya baru pulang ke rumah. Tapi biasanya, setiap tahun saya pulang.</p> <p>Sepertinya Februari atau Maret saya akan pulang selama 1 bulan, untuk berjumpa dengan teman, buyer, dan merasakan angin dari kota saya.</p>
2	<p>-</p> <p>Catatan: Ia belum pernah kembali ke negara asalnya selama berada di Semarang.</p>	-
3	<p>-</p> <p>Catatan: Ia belum pernah kembali ke negara asalnya selama berada di Semarang.</p>	-
4	<i>Once a year.</i>	Once a year.
5	<i>Every years. Business, business trip.</i>	Every years. For business trip.
6	<i>2 times in 1 year. In Eid holiday, and christmas and new year holiday.</i>	2 times in 1 year. In Eid holiday, and christmas and new year holiday.
7	<p>-</p> <p>Catatan: Ia belum pernah kembali ke negara asalnya selama berada di Semarang.</p>	-
8	<p>-</p> <p>Catatan: Ia belum pernah kembali ke negara asalnya selama berada di Semarang.</p>	-
9	<i>Sometimes 4 times, sometimes 5 times a year. I can... I can go back to Germany. I'm happy and I can back I can go back to Germany. This is my... my family.</i>	Sometimes 4 times, sometimes 5 times a year. I'm happy and I can go back to Germany. This is my family.
10	<i>Two times. In the summer times and I go home when Christmas,</i>	Two times. In the summer times and I go home when Christmas,

	<i>because Christmas is very important holiday for us and then the family comes together so I visits my mother and sister.</i>	because Christmas is very important holiday for us and then the family comes together so I visits my mother and sister.
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Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.3. : Keinginan Menceritakan Kota Semarang Kepada Keluarga dan Teman Di Negara Asal

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Ouh... Tentu tidak, kalau saya ceritakan kepada mereka, tentu mereka tidak akan berkunjung ke sini. Hahaha.</i>	Tentu tidak, kalau saya ceritakan kepada mereka, tentu mereka tidak akan berkunjung ke sini.
2	<i>Yeah the original. I talk about everything, yeah I keep all to people, my friends, my family, I will told them about everything, about the good things I see, about the people, about the weather, about the food, and about everything. Because they know. You can see my house, you can see my family, with video call I think everything can be easy. With video call you can show anything, if you want right now our meeting can video call now. Hahaha. Well, I share about the good experience. I give something good, so they are give the good response too. Hahahaha. No bad experience I had shared, the bad experience also I keep for myself. Absolutely they give a good response.</i>	I talk about everything, yeah I keep all to people, my friends, my family, I will told them about everything, about the good things I see, about the people, about the weather, about the food, and about everything. You can see my house, you can see my family, with video call I think everything can be easy. Well, I share about the good experience. I give something good, so they are give the good response too. No bad experience I had shared, the bad experience also I keep for myself.
3	<i>Actually, my familly has most live in Amerika, and now they live there, sometimes I go to Amerika visit my familly, of course they interesting about you know, what since in Semarang, "why you stay in Semarang, why you don't come</i>	My familly has most live in Amerika, and now they live there, sometimes I go to Amerika visit my familly, of course they interesting about, what since in Semarang, "why you stay in Semarang, why you don't come here."

	<i>here.” Hahaha.</i>	
4	<i>Yes. Ehm.. I tell.. I usually tell them that is a hot but then it’s nice. So when a lot of friends want to come just to visit us here. When they come, so we will look around to Semarang, show them the old city, show them the city, some shopping. They’re interested.</i>	I usually tell them that is a hot but then it’s nice. When they come, so we will look around to Semarang, show them the old city, the city, some shopping. They’re interested.
5	<i>Yes of course, they want to know, I reason for life there. what do you do. So I tell them, I tell them what I tell you now. The good things, the not so good things, with the risk. Yap, because it’s my life. Saya tidak akan bohong. Saya suka kenyataan. Saya selalu katakan you harus datang sendiri, mengalami sendiri.</i>	Yes of course, they want to know, So I tell them, what I tell you now. The good things, the not so good things, with the risk. Because it’s my life. Saya tidak akan bohong. Saya suka kenyataan. Saya selalu katakan you harus datang sendiri, mengalami sendiri.
6	<i>No.</i>	No.
7	<i>Of course I will tell them about it, it was my home for a year.</i>	Of course I will tell them about it, it was my home for a year.
8	<i>Oh of course I will tell my friends and family about this wonderful city. Many of my friends have never even heard of Semarang, but now that I have experienced everything that it has to offer, I can spread the word. Semarang was my home for year.</i>	Oh of course I will tell my friends and family about this wonderful city. Many of my friends have never even heard of Semarang, but now that I have experienced everything that it has to offer, I can spread the word.
9	<i>I tell... I tell my family and my friends everything. They know everything in here. My brother, he was 1 time in here and also emm.. September he comes also to us to visit us. And all my friend yeah clear when I send you know I always send photos from holiday from flower, garden, and gazebo, drinking, and beach you know and then thank you very much in here raining is no. They are crying as my friends. They think I’m in here in the</i>	I tell my family and my friends everything. They know everything in here. And all my friend, when I send photos from holiday from flower, garden, and gazebo, drinking, and beach, they are crying as my friends. They think I’m in here in the Paradise.

	<i>Paradise you know.</i>	
10	<p><i>Oh, I tell them everything, the negative and the positive things I tell them. Sometimes, the traffic is not like in Germany much more, little bit more chronologic. I told them that here is good food, and the people are friendly, and told them that I have really nice apartment, and then already met nice people, and yes, I told everything.</i></p> <p><i>What they think? They say happy for me. They said I'm happy that I have a good place, and I found good place to live, so..</i></p>	<p>I tell them everything, the negative and the positive things I tell them. I told them that here is good food, the people are friendly, told them that I have really nice apartment, and then already met nice people, I told everything.</p> <p>What they think? They say happy for me. They said I'm happy that I have a good place, and I found good place to live.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.4. : Alasan Tidak Merekomendasikan Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<p>No no no no no no no. Bukan seperti itu. Itu lain. Beda. Tapi banyak orang Eropa yang ada di Indonesia ya?</p> <p><i>Berarti saya kira ini masuk rekomendasi. Tapi saya kira, kalau kamu mau tahu bagaimana Kota Semarang, datanglah ke Kota Semarang. Daripada hanya sekedar mendengar dari cerita saya saja, dan saya hanya dibilang bermulut besar. Ya, datang saja ke sini dan kamu dapat rasakan sendiri seperti apa kota Semarang. Hahaha.</i></p>	<p>Saya kira ini masuk rekomendasi. Kalau kamu mau tahu bagaimana Kota Semarang, datanglah ke Kota Semarang.</p> <p>Datang saja ke sini dan kamu dapat rasakan sendiri seperti apa kota Semarang.</p>
2	<p>-</p> <p>Catatan: ia telah menceritakan Semarang kepada keluarga dan temannya.</p>	-
3	<p><i>I had one of my children my daughter here some years a go ya, and she is Semarang mostly she is working and membosankan ya. To</i></p>	<p>My daughter here some years a go, and she is Semarang mostly she is working and membosankan ya. To boring and of course she go around</p>

	<i>boring and ya of course she go around with some of my friends, some of my friends children and they go around some places. And by that time, they interseted by diskotik and anything else, and you know.</i>	with some of my friends, some of my friends children and they go around some places. And by that time, they interseted by diskotik.
4	<i>Well.. in they're opinion. I think they go to Semarang especially because we are here.</i>	In they're opinion. I think they go to Semarang especially because we are here.
5	- Catatan: ia telah menceritakan Semarang kepada keluarga dan temannya.	-
6	<i>Ouh not extreme like that Sir. Because I think they are don't know about Semarang. Because Asia and then Moslem, it's so difficult to tell us. Yeah you must know that it's so hard to explain.</i>	Ouh not extreme like that. I think they are don't know about Semarang. Because Asia and Moslem, it's so difficult to tell us. You must know that it's so hard to explain.
7	<i>If my friends will come to Indonesia, I will probably recommend them to go to other places that are more prepared to have tourists. I think yes. Because many places in Semarang didn't have an information in english, the name of place in Indonesian language, information board with Indonesian, people are talking in Indonesian too. So tourist always bring a dictionary and talking with body language. Like I said, that many places in Semarang need more preparation to serve tourist, to make tourist enjoy in Semarang.</i>	I will probably recommend them to go to other places that are more prepared to have tourists. Many places in Semarang didn't have an information in english, information board with Indonesian, people are talking in Indonesian too. So tourist always bring a dictionary and talking with body language. Many places in Semarang need more preparation to serve tourist.
8	<i>No, don't think like that. Semarang is a beautiful city with problems any city in the world faces. My friends trust me and know that this city is where I started and ended my Indonesian adventure. They would come.</i>	No, don't think like that. Semarang is a beautiful city with problems any city in the world faces. My friends trust me and know that this city is where I started and ended my Indonesian adventure. They would come.
9	-	-

	Catatan: ia telah menceritakan Semarang kepada keluarga dan temannya.	
10	- Catatan: ia telah menceritakan Semarang kepada keluarga dan temannya.	-

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.5. : Keinginan Melakukan *Revisit*

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Oh yeah. Tentu.</i>	Oh yeah. Tentu.
2	<i>Yeah of course. I like Indonesia so much, even my country I want to visit indonesia, I want to visit my friends in here. Yeah I like Indonesia. When you live in here 5 years, and you like it, and you enjoy, you have no problem with the situation, absolutely of course you want to back again in Indonesia. You will keep back coming here every year.</i>	Yeah of course. Even my country I want to visit indonesia, I want to visit my friends in here. When you live in here 5 years, and you like it, and you enjoy, you have no problem with the situation, absolutely of course you want to back again in Indonesia. You will keep back coming here every year.
3	-	-
4	<i>I think so. Because we have a lot of good friends here, in Semarang right now. Because I think I will miss the weather and I will miss the atmosphere of Indonesia, there's 'pelan-pelan', no stress.. Ya. Slowly but sure. 'Alon-alon asal kelakon' hahaha.. Ya. I think I will miss Indonesia very much when I go back to Holland. The people, ya.. Everything lives here, ya.. I will miss it. So I won't to go back. Ya, peaceful life. Ya, here it is. It is quite.</i>	I think so. Because we have a lot of good friends here, in Semarang right now. Because I think I will miss the weather, the atmosphere of Indonesia, there's 'pelan-pelan', no stress. Slowly but sure. 'Alon-alon asal kelakon'. I think I will miss Indonesia very much when I go back to Holland. The people, everything lives here, I will miss it, peaceful life.
5	<i>Ouh pasti. Pasti, rata-rata untuk hidup, saya bukan turis, itu beda,</i>	Ouh pasti.

	berarti untuk hidup <i>saya anggap Kota Semarang cukup nyaman untuk hidup. Berarti ya, ini jangan lupa itu 20 tahun di satu kota, itu sebagian besar dari hidup seseorang berarti ya seperti ini, ini rumah saya, Semarang saya anggap seperti rumah saya, pasti saya ingin kembali, ada terutama keluarga saya di sini, terus ada teman-teman, berarti sudah apa namanya "kerasan".</i>	Saya anggap Kota Semarang cukup nyaman untuk hidup. Ini rumah saya, Semarang saya anggap seperti rumah saya, pasti saya ingin kembali, terutama keluarga saya di sini, ada teman-teman, berarti sudah "kerasan".
6	<i>Yeah I want a go back. Yeah because my business is in here, I have many friends in here. So I must go back.</i>	Yeah I want a go back. Yeah because my business is in here, I have many friends in here. So I must go back.
7	<i>Yeah absolutely. If I will ever come back to Indonesia, I will come back to Semarang to visit my friends living here. Yeah they are my friends, I'm happy with them, so why I don't back to Semarang for visit them. Like you said, revisit again in Semarang to visit my friends.</i>	Yeah absolutely. I will come back to Semarang to visit my friends living here. They are my friends, I'm happy with them, so why I don't back to Semarang for visit them.
8	<i>Absolutely. I have dear friends in Semarang. I know the streets. I know the stores. I know the most amazing sights, and most importantly the best places to eat. I need to come back to see my friends and get my favorite foods. Of course I will come back. I think second home, because my first home is my family.</i>	Absolutely. I have dear friends in Semarang. I know the streets, the stores, the most amazing sights, and most importantly the best places to eat. I need to come back to see my friends and get my favorite foods. I think second home, because my first home is my family.
9	<i>I must go back. I come back to ok what I tell you, I think my family. I think they are in here and also I must go back in here. I... I can't put my family out do you know when my wife which has always mama, papa. This is I'm understand this one. You know this is when... when I can do it. This is more easy for me to travel you know ok today I have feeling to go</i>	I must go back. I think they are in here and also I must go back in here. I can't put my family out do you know when my wife which has always mama, papa. This is I'm understand this one. This is more easy for me to travel go back Germany, and after this one I come back and what I take

	<i>back Germany I stay maybe 2 weeks, 3 weeks in Germany and after this one I come back and what I take my family to see also the culture in Germany other Christmas time. This is different in Indonesia you don't have real Christmas and snow. You know I remember my son and my wife the first snow outside. It was cold you know everything white oh what happens nice.</i>	my family to see also the culture in Germany other Christmas time.
10	<i>Yes, maybe. If I have money and the time. I think I want to meet the people again, that I meet at the time here, and I'm very interested about how look Kota Lama in 10 years. I don't know, but I think it's a time to change so if Semarang would build away the old buildings it could be very nice if we come to Semarang, because it's.. Especially, Special things yeah.. and it's very nice beautiful.</i>	If I have money and the time. I think I want to meet the people again, that I meet at the time here, and I'm very interested about how look Kota Lama in 10 years. I think it's a time to change so if Semarang would build away the old buildings it could be very nice if we come to Semarang, because it's especially, special things and it's very nice beautiful.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.6. : Keramahan Semarang Bagi Turis

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Kebanyakan, iya.. Tapi, kadang ada juga orang yang seperti tadi saya bilang, yang agak sedikit kurang normal. Tetapi, tidak saya ambil pusing, masuk telinga kanan keluar telinga kiri. Karena orang seperti itu ada di semua dunia. Di semua dunia, tentunya ada orang baik dan ada pula yang tidak baik, dan di Indonesia pun sama. Tapi, saya rasa orang Indonesia ramah terhadap orang asing. Iya, sangat ramah.</i>	Kebanyakan, iya. Tapi, kadang ada juga orang yang seperti tadi saya bilang, yang agak sedikit kurang normal. Tapi, saya rasa orang Indonesia ramah terhadap orang asing.
2	<i>In generally, people in Semarang</i>	In generally, people in Semarang

	<i>are so friendly. You can not ignore it, you can not say no. Needs more services, a lot of services is not there, specially in the touristic areas.</i>	are so friendly. You can not ignore it, you can not say no. Needs more services, a lot of services is not there, specially in the touristic areas.
3	Friendly for tourist? <i>While the people so friendly but they don't not really any some promotion for the tourist. You know I mean tourist don't come here normally, because not watch so many, because just no promotion, they don't know what is in Semarang ya.</i>	While the people so friendly but they don't not really any some promotion for the tourist.
4	<i>Ya, I think so. Because of the services people give to tourist like when you in Jogja, and you pay the taxi driver, In here, they deal with you like straight. They will give you back you're money you're right away. They will not tell you 'oh, I don't have money back' or 'I have to changes first to get your money back.' They will not over-charged you. They're like more honest. They don't want to have more benefit from the tourist like in a bad way. Ya. It's a good mentality. Good services, good mentality, and they're friendly. Always smiling.</i>	Ya, I think so. The taxi driver in here, they deal with you like straight. They will give you back you're money you're right away. They will not over-charged you. They're like more honest. They don't want to have more benefit from the tourist like in a bad way. It's a good mentality, good services, and they're friendly always smiling.
5	<i>Friendly ya, pasti. Tetapi friendly itu bukan cukup untuk tarik atau untuk tahan turis ke sini, friendly yes, tapi selain itu I don't see.</i>	Friendly ya, pasti. Tetapi friendly itu bukan cukup untuk tarik turis ke sini.
6	<i>Yes, Semarang is friendly for tourists. Because the people are so very friendly, smile everytimes, have a good attitude, friendly.</i>	Yes, Semarang is friendly for tourists. The people are so very friendly, smile everytimes, have a good attitude.
7	<i>In a way yes, because people are very friendly, however the way white tourists are treated can be very bothering. It same with I said before, some people look at me if I'm walking, if I go to mall, go to restaurant, everywhere, everything</i>	In a way yes, because people are very friendly. However the way white tourists are treated can be very bothering. Some people look at me if I'm walking, if I go to mall, go to restaurant, everywhere, everything I do with

	<i>I do with my activity in public area.</i>	my activity in public area.
8	Semarang is extremely friendly for tourists. <i>I have not once been over charged for prices or purposefully abused for being a bule.</i> Other towns like Jakarta and Bali are not the same. <i>In my opinion, Semarang is very friendly and safe for any tourist.</i> Yap, Semarang more safe and friendly.	I have not once been over charged for prices or purposefully abused for being a bule. In my opinion, Semarang is very friendly and safe for any tourist.
9	<i>I think so.</i>	I think so.
10	<i>Yes, of course. Every people when I'm go to supermarket smiling at me and help me. They are so friendly so I'm everytime smiling.</i>	Yes, of course. Every people when I'm go to supermarket smiling at me and help me. They are so friendly so I'm everytime smiling.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.7. : Semarang Direkomendasikan Sebagai Daerah Tujuan Wisata

R	Answer (Jawaban)	Key words (Kata inti)
1	Ahhh... <i>Kalau ada turis ke Semarang, lalu saya mau ajak dia kemana? Kalau saya, saya... Satu tahun lalu saya pergi ke kebun binatang, dan kalau ada teman saya di sini, saya tidak akan ajak teman saya untuk ke sana. Lalu lainnya ada apa? Pintu seribu ya? Lalu apa lagi?</i>	Kalau ada turis ke Semarang, lalu saya mau ajak dia kemana? Satu tahun lalu saya pergi ke kebun binatang, aya tidak akan ajak teman saya untuk ke sana. Lalu lainnya ada apa?
2	Well. <i>Semarang it's not really touristic destination.</i> To be honest, I can tell to the people "Yeay come to Semarang, you can see something" but nothing. <i>Semarang good just for stay, you can stay to the hotel and make a daily trip to out Semarang, and go to the touristic areas that surrounding the city.</i> But <i>Semarang have a good access</i>	Semarang it's not really touristic destination. Semarang good just for stay, and make a daily trip to out Semarang, and go to the touristic areas that surrounding the city. Semarang have a good access to go

	<p><i>to go other turistic place, just 2 or 3 hours.</i></p> <p>.....</p> <p><i>The places that I visited it's not really recommended for someone say "WOW", because your city have not something to interest tourist, every city have temple, every city have a old and big building, andthen what is Semarang have?</i></p>	<p>other turistic place, just 2 or 3 hours.</p> <p>The places that I visited it's not really recommended for someone say "WOW", because your city have not something to interest tourist, every city have temple, have a old and big building, what is Semarang have?</p>
3	<p>Biasa.. Biasa.. <i>Biasa saja. Ya not interesting place in here.</i></p> <p>Ya, while they have a view thing is good for a few days of tourist time, after that go to the next place, go to visit Solo and visit the Keraton, and go to Jogja and you can see there, is a nice Keraton, and you can see all the old temples in Sleman, in Jogja and the.. that quite interesting.</p>	<p>Biasa saja.</p> <p>Ya not interesting place in here.</p> <p>Good for a few days of tourist time, after that go to the next place, go to visit Solo, Keraton, and Jogja.</p>
4	<p><i>I think it can be really nice place for tourism. But I think it should changes little bit here or they're make some tourist places. Ya, something changes and make it totally organize promotion.</i></p>	<p>I think it can be really nice place for tourism.</p> <p>I think it should changes little bit here or they're make some tourist places.</p> <p>Something changes and make it totally organize promotion.</p>
5	<p>No. Why no? <i>Kalau menurut saya tidak.</i></p> <p>.....</p> <p><i>Gereja Blenduk, sama Sam Poo Kong tok, sama Lawang Sewu, wes? Tidak cukup. Orang bukan akan mau cari, orang yang mau dari Eropa ke sini, mau sesuatu yang lebih istimewa atau seperti pantai, mereka butuh kombinasi, orang Eropa suka beberapa hari mungkin cuma santai di pantai, atau di kolam renang, di hotel, dan beberapa hari mereka pengen jalan-jalan lihat-lihat. Misalnya dalam antara kota, jalan pegunungan "wah panoramanya</i></p>	<p>Kalau menurut saya tidak.</p> <p>Gereja Blenduk, Sam Poo Kong, Lawang Sewu, wes? Tidak cukup. Orang yang mau dari Eropa ke sini, mau sesuatu yang lebih istimewa atau seperti pantai, mereka butuh kombinasi, orang Eropa suka beberapa hari mungkin cuma santai di pantai, atau di kolam renang, di hotel, dan beberapa hari mereka jalan-jalan, misalnya jalan pegunungan "wah panoramanya selalu bagus."</p>

	<p><i>selalu bagus”, lihat sawah-sawah, seperti kita jalan-jalan lewat sawah kalau hash, bagus, berarti kalau obyek wisata hanya sebagai satu Kota Semarang, menurut saya jauh, jauh, belum cukup. Karena tidak didukung fasilitas.</i></p>	<p>Obyek wisata hanya sebagai satu Kota Semarang, menurut belum cukup. Karena tidak didukung fasilitas.</p>
6	<p>No... No.. <i>It's not too much for tourism. I mean that, if you have a tourist, where they must go to spend their holiday? Just in Thousand Doors for 3 days? Or in Chinese Temple? Or in the Old City? I don't think so. Need more an interesting place to spend their holiday in Semarang, not for 1 or 3 days in Semarang.</i></p> <p>And you know what? <i>I believe that every tourist, specially foreigner tourist always search a nice beach to spend their holiday. And Semarang I don't think have it. So tourist not enjoy spend their holiday in here. But for live here like me, I think we are enjoy.</i></p> <p>Yeah I think yes. Because if you live in here, <i>live in Semarang, you can enjoy with this situation, that Semarang is so quite, Semarang is very save for live. But if you spend your holiday in Semarang, so you must be confuse.</i></p>	<p>It's not too much for tourism. I mean that, if you have a tourist, where they must go to spend their holiday? Need more an interesting place to spend their holiday in Semarang, not for 1 or 3 days in Semarang.</p> <p>I believe that every tourist, specially foreigner tourist always search a nice beach to spend their holiday. And Semarang I don't think have it. So tourist not enjoy spend their holiday in here. But for live here like me, I think we are enjoy.</p> <p>Live in Semarang, you can enjoy with this situation, that Semarang is so quite, very save for live. But if you spend your holiday in Semarang, so you must be confuse.</p>
7	<p><i>I wouldn't really recommend Semarang as a tourist destination. Do you know why? Yeah because there aren't many things to see, there aren't many things to do, and people usually don't speak English, it's hard to get around.</i></p>	<p>I wouldn't really recommend Semarang as a tourist destination.</p> <p>Because there aren't many things to see, there aren't many things to do, and people usually don't speak English.</p>
8	<p><i>In my opinion, I would recommend Semarang be a tourism destination. There is so much to do, so much to see, so many good foods to try. I can't imagine visiting Indonesia without visiting Semarang.</i></p>	<p>I would recommend Semarang be a tourism destination.</p> <p>There is so much to do, so much to see, so many good foods to try.</p> <p>I can't imagine visiting Indonesia without visiting Semarang.</p>
9	<p><i>You can find already many many</i></p>	<p>You can find already many many</p>

	<i>Londo is here in Semarang, ok also I have many... many friends in here from Germany, from Belgium, from Holland and Japan. They are also all between the job you know, sometimes furniture before it was Semarang, Jepara, and... and...</i>	Londo is here in Semarang.
10	<i>Not too much. Because the most German want to travel Indonesia want to go to the nice beach and want to go snorkling or swimming, so maybe they want to go to Karimun Java, yah.. but I think not so to Semarang. No, I want to go there.</i>	Not too much. Because the most German want to travel Indonesia want to go to the nice beach and want to go snorkling or swimming, so maybe they want to go to Karimun Java.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.8. :Tempat Yang Menjadi Tujuan Saat Sudah Tidak Tinggal Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Dan saya berencana untuk ke Kupang, Nusa Tenggara Timur. Saya ingin mengunjungi semua wilayah di Indonesia, kecuali Irian.</i>	Berencana untuk ke Kupang, Nusa Tenggara Timur, mengunjungi semua wilayah di Indonesia, kecuali Irian.
2	<i>We went to Bali, we went to Jogja, Magelang also, yeah and.. Jakarta. And Jakarta just only for work, yeah just only for work. And my places for tourism in Bali, Jogja, Magelang, we visited like in Borobudur just for refreshing in holiday. Yeah you know what I mean.</i>	We went to Bali, Jogja, Magelang, and Jakarta. Jakarta just only for work. Bali, Jogja, Magelang, and Borobudur just for refreshing in holiday.
3	<i>I have a program that before I'm finish with my exploring, I want to visit all of the Hindhu and Buddhist temples in Java, all. the other thing the busy exploring is a diving, I like diving a lot, and so we was in Karimun Jawa, the</i>	I have a program to visit all of the Hindhu and Buddhist temples in Java. The other thing the busy exploring is a diving. Karimun Jawa, the diving is very

	<p><i>diving is very good. Actually Indonesia is one of the best places for diving.</i></p> <p><i>Yeah Raja Ampat. Never been to Raja Ampat. I still have some place on Sulawesi and Kalimantan. And the middle of Java like Wakatobi is quite interesting.</i></p>	<p>good. Actually Indonesia is one of the best places for diving.</p> <p>Raja Ampat. Never been to Raja Ampat.</p> <p>Wakatobi is quite interesting.</p>
4	<p><i>I don't know yet because I like to live in Indonesia very much but my children live in Holland. And now there's grandchildren. So it would be nice to hang around with the grandchildren also. But we just see what happen.</i></p> <p>.....</p> <p><i>We want to go Raja Ampat in the Papua. We would like to see in there because it must be really beautiful. But, it's very long flight. And very expensive. We want to go there but it's very expensive to get there. I think the price of the tickets is same like we go to Holland. So extremely too much. Hahahaha. Maybe in Euro's something like seven or eight hundred. So that is 'sepuluh – lima belas juta' I think 'kira-kira'. Ya. That's a lot of money.</i></p>	<p>I don't know yet because I like to live in Indonesia very much but my children live in Holland.</p> <p>We want to go Raja Ampat in the Papua, it must be really beautiful. But, it's very long flight, and very expensive. So that is 'sepuluh – lima belas juta' I think 'kira-kira'.</p>
5	<p><i>Saya ini baru pikir ingin ke Flores, Flores itu beautiful, beautiful island, saya sudah pernah. Sudah pernah ke flores?</i></p> <p><i>Waduh. Bagus. Pelabuhan Bajo, terus ke Komodo, Komodo itu unique.</i></p>	<p>Ingin ke Flores, Flores beautiful island, saya sudah pernah. Pelabuhan Bajo, terus ke Komodo, Komodo itu unique.</p>
6	<p><i>Ouh... I don't know. I think, I will back to my country, and bring my family back to Belgium.</i></p>	<p>I don't know.</p> <p>I think, I will back to my country, and bring my family back to Belgium.</p>
7	<p><i>Yeah I think, I will move back to Budapest, Hungary. Hahaha. Or maybe go to the new world. Like I said before that I love traveling. But, now I just have an idea back to</i></p>	<p>I think, I will move back to Budapest, Hungary.</p> <p>Or maybe go to the new world. That I love traveling.</p> <p>Now I just have an idea back to</p>

	<i>Hungary again. Pulang kampung right? Hahahaha.</i>	Hungary again. Pulang kampung.
8	<i>Karimun Jawa. Because I love to scuba dive. So I would return to Karimun Jawa where I believe the most healthy and beautiful reefs are. And before I leave Indonesia to go back to America, I will visit Komodo Island and Flores.</i>	Karimun Jawa. Because I love to scuba dive. Karimun Jawa the most healthy and beautiful reefs are. And before I leave Indonesia to go back to America, I will visit Komodo Island and Flores.
9	<i>Ok. I must go back to Germany. We have a head office in Germany yeah and my office, they need me and they take me back even contract you know. And then we close, so we must go back to Europe.</i>	I must go back to Germany. In Germany, they need me and they take me back even contract.
10	<i>Back to Germany. Yes we go back to Germany. In Bali a lot of money, so I can't.</i>	Back to Germany. In Bali a lot of money.

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.9. : Membandingkan Kota Lain Dengan Semarang Untuk Menjadi Destinasi Wisata

R	Answer (Jawaban)	Key words (Kata inti)
1	<i>Jika kita bandingkan dengan Banyuwangi, Jakarta, Surabaya, Sampit, akan jadi lebih baik Semarang. Karena kota tapi kota tidak terlalu besar. Kalau kota tidak terlalu besar, menurut saya lebih aman, lebih bagus itu, dan tidak terlalu ramai.</i>	Bandingkan dengan Banyuwangi, Jakarta, Surabaya, Sampit, akan lebih baik Semarang. Karena kota, tapi kota tidak terlalu besar, menurut saya lebih aman, lebih bagus itu, dan tidak terlalu ramai.
2	<i>Ouh no, you can't compare. I'm sorry you can't compare Semarang to Jakarta, Semarang to Bali, it's so difference. Bali everybody is know, all of the world says that Bali is nice, nice beaches, and so manythings for offers. So you can't compare Semarang with Jakarta,</i>	You can't compare Semarang to Jakarta, Semarang to Bali, it's so difference. Bali everybody is know, all of the world says that Bali is nice, nice beaches, and so manythings for offers.

	<p>because <i>Jakarta is capital, bigger, you can't compare with small city like Semarang. But Semarang is unique, Semarang unique for live. When I go to Bali, Lombok, or other island I prefer to come back again in Semarang, because nice, quite, and peacefull.</i></p>	<p>Jakarta is capital, bigger, you can't compare with small city like Semarang. Semarang is unique, because nice, quite, and peacefull.</p>
3	<p><i>For sure Bali. For sure... ya... Bali ada banyak.. banyak tempat yang menarik ya. Ada banyak ya. Ya ya ya I mean ok now terlalu ramai ya, tapi biasa... bagi wisatawan mereka punya pantai enak sekali, ada banyak hotel yang sangat nyaman. Bersih, ada banyak pasir yang putih, ada air bersih.. ada ya... itu pantai yang nyata ya. Really really really a beach that somebody want to go to, and they have many big hotel under beach, and so is very interesting for people.</i></p>	<p>For sure Bali. Bagi wisatawan mereka punya pantai enak sekali, ada banyak hotel yang sangat nyaman. Bersih, ada banyak pasir yang putih, ada air bersih, and so is very interesting for people.</p>
4	<p>Ehm.. it's depends on. I think ehmm.... <i>It's should be hard to get to Semarang. And it's out of the route. If you have the travel agency using the route for to like Bandung-Jogja so it's out of the route. So that's little bit difficult I think. So about compare to other cities, it's totally different from all the other attractions in other cities. So should have is own attractions. Ya, you can't compare it.</i></p>	<p>It's should be hard to get to Semarang. And it's out of the route. So about compare to other cities, it's totally different from all the other attractions in other cities. So should have is own attractions. Ya, you can't compare it.</p>
5	<p>Ya yang yang yang yang, <i>kota yang punya fasilitas yang bisa tarik turis. Ya menurut saya jelas itu banyak orang suka pergi ke Jogja. Pasti Jogja, di luar negeri juga lebih terkenal daripada misalnya Semarang, karena itu ada beberapa hal yang menarik yang orang bisa lihat. Ada satu griya khusus turis-turis itu di Malioboro sudah terkenal, terus kalau naik mobil</i></p>	<p>Kota yang punya fasilitas yang bisa tarik turis. Pasti Jogja, di luar negeri juga lebih terkenal, karena ada beberapa hal yang menarik orang bisa lihat. Malioboro sudah terkenal, kita bisa ke pantai, ada budaya-budaya</p>

	<i>sebentar setengah sedikit lebih mungkin kita bisa ke pantai, terus ada budaya-budaya mungkin dari batik atau apa, terus ada Keraton ada Kerajaan, berarti itu ada cukup hal-hal yang orang bisa anggap “wow menarik untuk dilihat”. Di sini belum ada.</i>	mungkin dari batik, ada Keraton ada Kerajaan, berarti itu ada cukup hal-hal yang orang bisa anggap “wow menarik untuk dilihat”.
6	<i>Eeee.. Some people wanna says Bali is so nice. You know, Bali I think, Bali is nice, Australian people where he long really live in Bali, so that is nice. So if you compare Bali to Semarang, you see and Semarang is worse than Bali right? Yeah, Bali is quite nice for holiday, Bali nice for tourist, for local tourist or foreigner tourists. Bali have all of what tourist want.</i>	Some people wanna says Bali is so nice. So if you compare Bali to Semarang, you see and Semarang is worse than Bali. Bali is quite nice for holiday, Bali nice for tourist, for local tourist or foreigner tourists. Bali have all of what tourist want.
7	<i>In Indonesia I just living in Bali and Semarang, but I know Jogja, Borobudur, and Solo. For tourism destination I choose Bali. Because Bali is exotic, Bali is beautiful, and Bali is nice for tourist and tourist can see something, can do anything in there.</i>	For tourism destination I choose Bali. Because Bali is exotic, Bali is beautiful, and Bali is nice for tourist and tourist can see something, can do anything in there.
8	<i>I will say that cities like Kudus and Salatiga have been a favorite, but each city in Indonesia has something amazing to offer. That is the beauty of Indonesia. That each place you visit, no matter how far you travel, has a different culture and way of life, only leading to an amazing adventure.</i>	Kudus and Salatiga have been a favorite. But each city in Indonesia has something amazing to offer. That is the beauty of Indonesia.
9	<i>Ehm... I’m... I’m not sure. They start you know it in Semarang not same with Jakarta. Here in... in Jakarta you... you can do, maybe you can do more. You have so many places for Wonderia or Taman Mini. This is bigger, this is different. But I’m sure Semarang in the right way what I tell you</i>	I’m not sure. Semarang not same with Jakarta. Here in Jakarta you can do more. You have so many places for Wonderia or Taman Mini. This is bigger, this is different. But I’m sure Semarang in the right way what I tell you before look more hotels.

	<i>before look more hotels.</i>	
10	<p>Not a city, <i>but I want to tell an island so maybe Bali or maybe Raja Ampat, but Raja Ampat it's really hard to find a place to stay, to sleep. Maybe the Togean. Togean Island? It's a middle of Sulawesi. Ya. They make a good job there of tourism I think.</i></p> <p>Yah, <i>very nice beaches, and very cheap compare to Raja Ampat. Raja Ampat is too expensive, and for me Togeran Island is look like Raja Ampat. For me it's too compared, not too same but if you've been in Raja Ampat it's very expensive, but there is only places to stay, the places are very dirty, and you must to pay very much money for a good place. But, it's too much garbage for me. But, in Togean you can have very nice places for tourist, very cheap there, they have clean Bungalows. Ya, it's more cleaner than in Raja Ampat. I don't know why. But there make better for me.</i></p>	<p>But I want to tell an island so maybe Bali or maybe Raja Ampat. But Raja Ampat it's really hard to find a place to stay, to sleep Maybe the Togean. It's a middle of Sulawesi. They make a good job there of tourism I think, for me Togeran Island is look like Raja Ampat.</p> <p>In Raja Ampat it's very expensive, but there is only places to stay, the places are very dirty, and you must to pay very much money for a good place. But, it's too much garbage for me. But, in Togean you can have very nice places for tourist, very cheap there, they have clean Bungalows. It's more cleaner than in Raja Ampat.</p>

Sumber: Data Primer, diolah Februari 2016

Tabel 4.5.10. : Pernyataan Senang atau Tidak Senang Selama Berada Di Semarang

R	Answer (Jawaban)	Key words (Kata inti)
1	<p><i>Saya senang, seperti yang saya katakan tadi saya senang. Senang karena di sini punya family (keluarga), punya anak, punya, coba lihat tidak ramai, tidak ada apa-apa. Tidak ada masalah, senang, tapi kalau saya tidak punya ini (Sambil menunjuk istrinya) saya tidak ada di Semarang lagi.</i></p>	<p>Saya senang karena di sini punya family, punya anak, punya, coba lihat tidak ramai, tidak ada apa-apa.</p> <p>Tapi kalau saya tidak punya ini (Sambil menunjuk istrinya) saya tidak ada di Semarang lagi.</p>

	<i>Saya mau ke Jogja, tapi dia tidak mau.</i>	Saya mau ke Jogja, tapi dia tidak mau.
2	Well, it's a.... <i>Semarang has my house, has my work, and has my family.</i> So it's very strong bone, the person, and the city, if I go out to Semarang, or I leaving my country, or I leaving my home, wherever I come back again to Semarang, <i>I feel (menarik nafas) come back home, I feel more save, I get a nice feeling, because I back to my home, my family, and my city.</i> I concern about my city, my country, I live in Indonesia and concern in Indonesia, I care for Indonesia, the same way I care for my country. <i>I care for the people, I care for the happiness,</i> I also care for their son side for reason, I always share my video for my family, I share about the joy of the people. Because we concern about the same. Indonesia, <i>We live Indonesia, we eat the same food, we drink same watter, we breath the same air, so it's not beacuse I look different than you, I have different colour than you.</i>	Semarang has my house, has my work, and has my family. I feel come back home, more save, I get a nice feeling, because I back to my home, my family, and my city. I care for the people, I care for the happiness. Because we live Indonesia, we eat the same food, we drink same watter, we breath the same air, so it's not beacuse I look different than you, I have different colour than you.
3	For me, of course I mean this is the difficult to answer this one, <i>I live here, and I choose to live here, I like live here.</i>	I live here, and I choose to live here, I like live here.
4	Ya. When I go out usually for the holidays, so I feel excited about the holiday. <i>But it always to be good to come back to Semarang and it's nice to go to be home again, and it's nice to be comfort of the city you know again.</i> So I like too coming back to Semarang again always. Ya.. going to be home. Hahaha. Well.. it's totally different from Holland, from my country. <i>But it's my home. Ya. I feel like home.</i>	But it always to be good to come back to Semarang and it's nice to go to be home again, and it's nice to be comfort of the city you know again. But it's my home. Ya. I feel like home.
5	Ya. <i>Saya sampai sekarang telah</i>	Saya sampai sekarang telah enjoy

	<p><i>enjoy berada di Semarang, , tetap saya akan selalu ingat dan kadang-kadang kangen dengan Semarang, karena sebagian besar dari hidup saya, katakanlah 30% dari umur hidup saya telah hidup di Semarang, berarti itu ada impact hidup saya, saya telah belajar, terutama bahasa baru, saya bisa bahasa Indonesia cukup.(Lancar) Ya. Itu untung dong, kita bisa komunikasi, komunikasi itu yang paling penting.</i></p>	<p>berada di Semarang. Tetap saya akan selalu ingat dan kadang-kadang kangen dengan Semarang, karena sebagian besar dari hidup saya, katakanlah 30% dari umur hidup saya telah hidup di Semarang. Ada impact hidup saya, saya telah belajar, terutama bahasa baru, saya bisa bahasa Indonesia cukup (Lancar). Itu untung, kita bisa komunikasi.</p>
6	<p><i>Yes of course. I have a sense of excitement, I choose Semarang, so I'm enjoy, I'm happy, and I really love Semarang.</i></p>	<p>I have a sense of excitement, I choose Semarang, so I'm enjoy, I'm happy, and I really love Semarang.</p>
7	<p><i>Yes, of course. I am always excited to see new things and new places. Yeah. Because like I said before, I really love to look at new thing, new places, new people, new thing and give me sense of excitement.</i></p>	<p>Yes, of course. I am always excited, I really love to look at new thing, new places, new people, new thing and give me sense of excitement.</p>
8	<p><i>Before my trip to Semarang, there was much fear, but none the less an amazing sensation of adventure, excitement and hopes for a successful future. During my time in Semarang, through the good and bad, I keep in mind how good this city has been to me and I enjoy every exciting minute I have here. But after my trip to Semarang, as I will be excited to go home, I will have a deep sadness for leaving the city that has been so good to me, has shown me so much, and has made my life all the better.</i></p>	<p>Before my trip to Semarang, there was much fear, but none the less an amazing sensation of adventure, excitement and hopes for a successful future. During my time in Semarang, through the good and bad, I keep in mind how good this city has been to me and I enjoy every exciting minute I have here. But after my trip to Semarang, as I will be excited to go home, I will have a deep sadness for leaving the city that has been so good to me, has shown me so much, and has made my life all the better.</p>
9	<p><i>No. I think no Haha. Haha I think I think no haha... Normal... Normal what.. what I will do normally I'm... I'm a person before in Germany I'm active, I'm active in sport I play very high football.</i></p>	<p>No. I think no. Normal what I will do normally I'm a person before in Germany I'm active.</p>

10	<p><i>Ya, I enjoy it really. I'm... Why I'm enjoy? I think I'll be back in Germany. I would missing hole Indonesia very loved. First, most of the time because of the bad weather in Germany. So here is, more sun, and not too cold, and I think I would miss the people, I would miss the food, cheap food, and my job, the work, I would miss it then.</i></p>	<p>Ya, I enjoy it really.</p> <p>First, most of the time because of the bad weather in Germany. So here is, more sun, and not too cold, and I think I would miss the people, I would miss the food, cheap food, and my job, the work, I would miss it then.</p>
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Sumber: Data Primer, diolah Februari 2016

