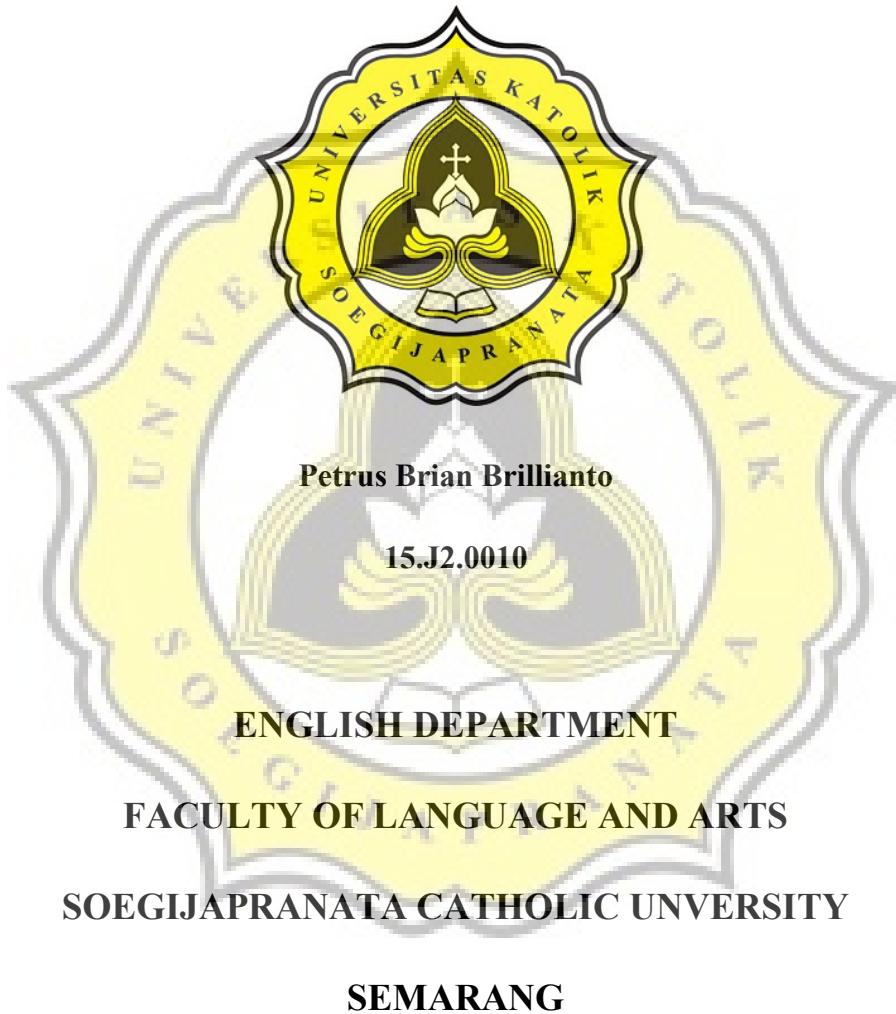


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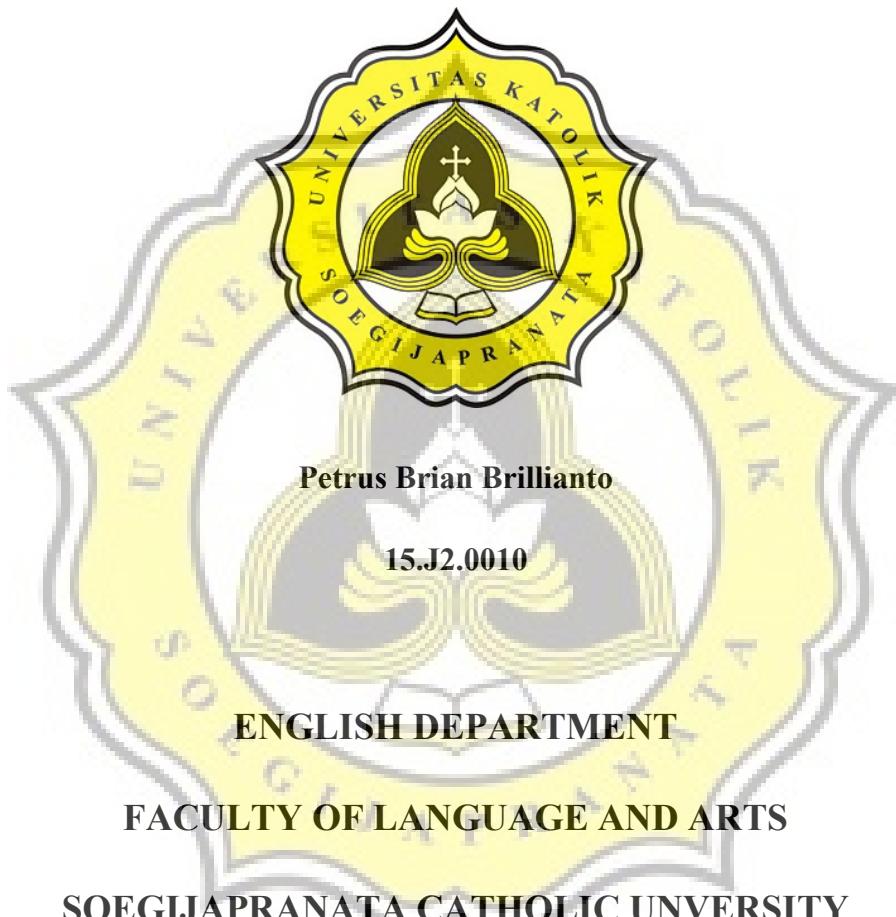
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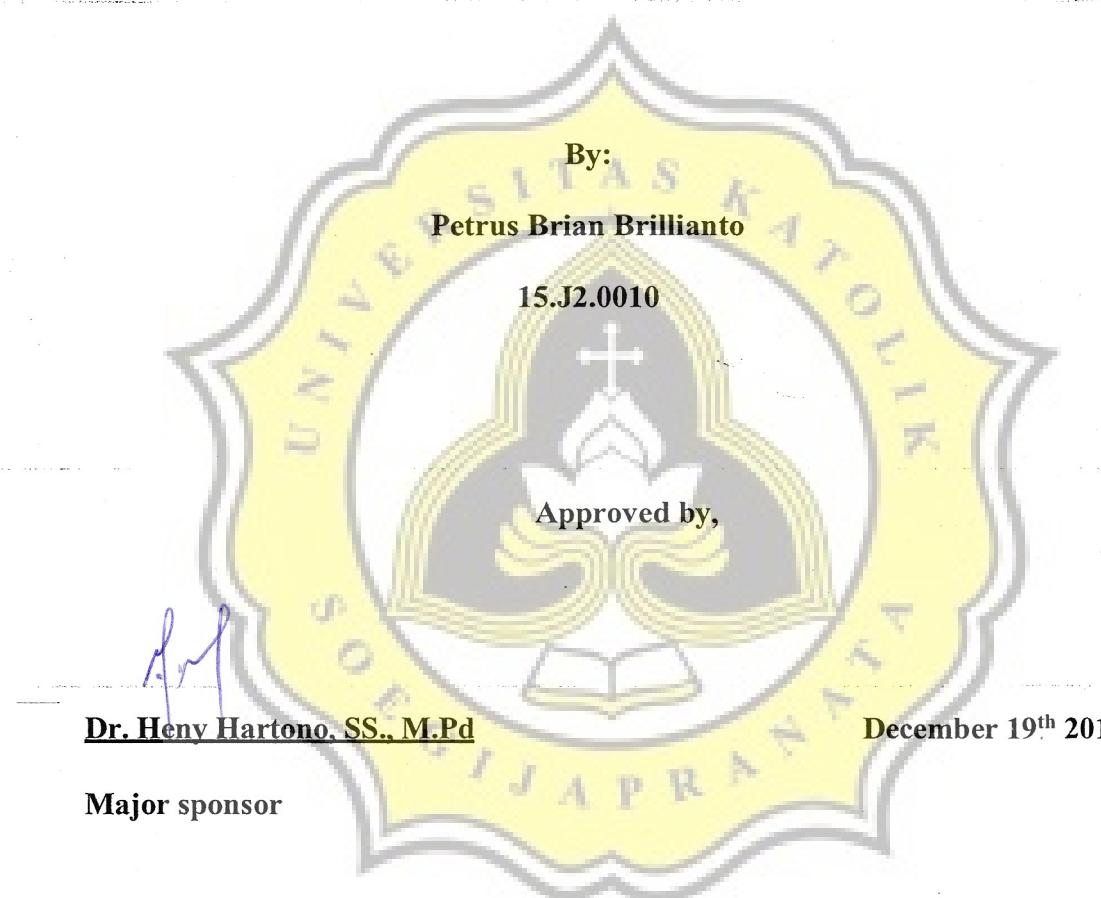
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2019

A THESIS OF
VISITORS' PERCEPTION ON ICONIC SOUVENIR AT KOTA LAMA
SEMARANG

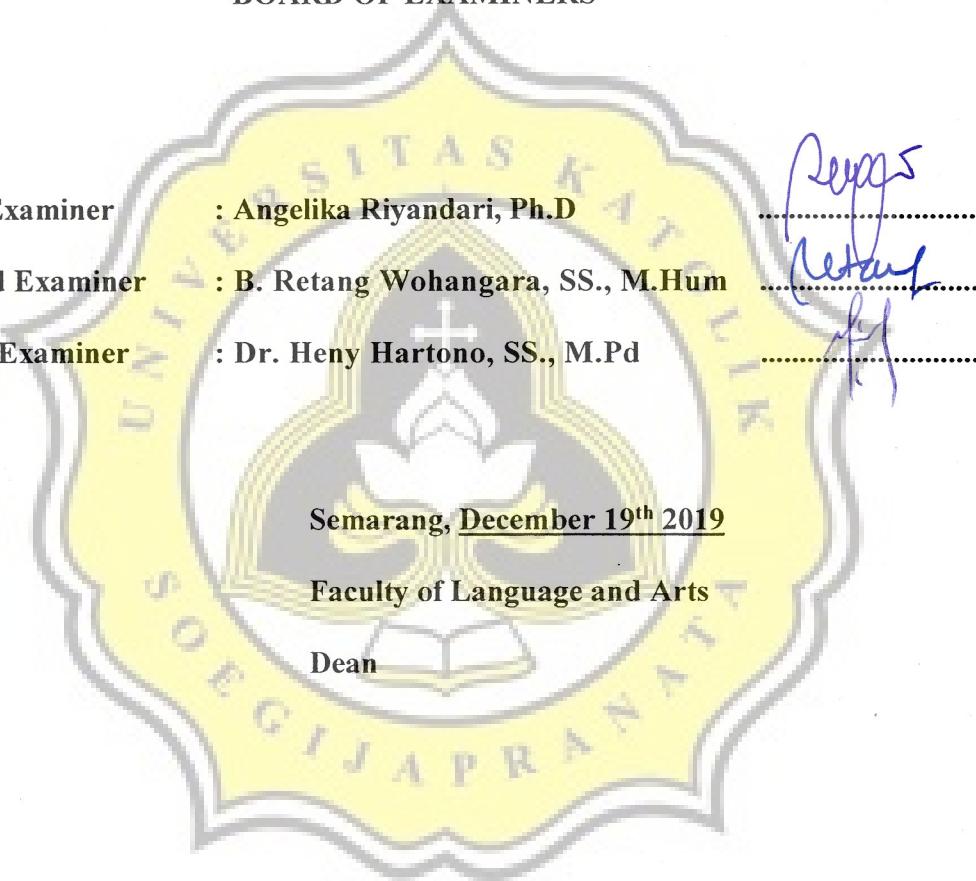


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A thesis defended in front of the Board of Examiners
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ABSTRACT

This thesis entitled *Visitors' Perception on Iconic Souvenir at Kota Lama Semarang* is an outcome of a research that focuses on the perceptions of visitors of Kota Lama Semarang about Panel Decoupage and Postcard products. The objectives of the study are first, to know the visitors' perception of iconic souvenirs (Panel Decoupage and Post Card) at Semarang Old Town., and second, to investigate the factors which motivate the visitors to buy the iconic souvenirs of Semarang Old Town. The informants of this research were local and foreign tourists. The instruments to collect the data were observation and interview. The data from observation and interview were analyzed qualitatively. The results of data analysis showed that the respondents had positive perceptions towards the product yet they had negative ones towards the historical messages on the products. There were internal and external factors which motivated the informants to buy the product.

ABSTRAK

Skripsi yang berjudul *Visitors' Perception on Iconic Souvenir at Kota Lama Semarang* adalah penelitian yang berfokus pada persepsi pengunjung Kota Lama Semarang tentang produk Panel Decoupage dan Postcard. Tujuan dari penelitian ini adalah: pertama, untuk mengetahui persepsi pengunjung terhadap suvenir ikonik (Panel Decoupage dan Post Card) di Kota Lama Semarang; kedua, untuk menyelidiki faktor-faktor yang mendorong pengunjung untuk membeli oleh-oleh khas Kota Lama Semarang. Penelitian ini melibatkan wisatawan baik lokal maupun mancanegara. Instrumen untuk mengumpulkan data adalah observasi dan wawancara. Data dari observasi dan wawancara dianalisis secara kualitatif. Hasil analisis data menunjukkan bahwa para responden memiliki persepsi positif terhadap produk tetapi mereka memiliki persepsi negatif terhadap pesan historis pada produk. Ada beberapa faktor internal dan eksternal yang memotivasi responden untuk membeli produk.

