

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays, a lot of entrepreneurs in Semarang start their business in the area of Semarang Old Town which will receive recognition as world heritage by UNESCO in 2020 (Abi, 2018). Recently, the revitalization of Semarang Old Town continues to be accelerated; some of the roads that were previously paving roads have been changed to natural stone. However, most of the other roads are precisely on the main route which was formerly called Heeren Straat and now are currently under construction at the dredging and stockpiling stage (Safuan, 2018). This area was used to be colonized by Dutch and known as the Little Netherland.

Until now, there are still many ruins and several old buildings at the sites. The government protects the sites as heritage also as potential economic, and that is why young entrepreneurs offer some kinds of tourist-related products such as souvenir. In this area, one of the souvenir products is produced by a creative industry called PetrusBrianCraft. Its products highlight Semarang Old Town iconic souvenir namely 'Panel Decoupage' and 'Post Card'. Semarang Old Town is chosen because the place is strategic, historical, and has more both local and international visitors.

Based on the first market analysis in April 2018, the owner of PetrusBrianCraft found that there was no iconic souvenir at Semarang Old Town; there were only ancient item products. That is why the innovative iconic souvenir from PetrusBrianCraft is meant to promote Semarang Old Town.

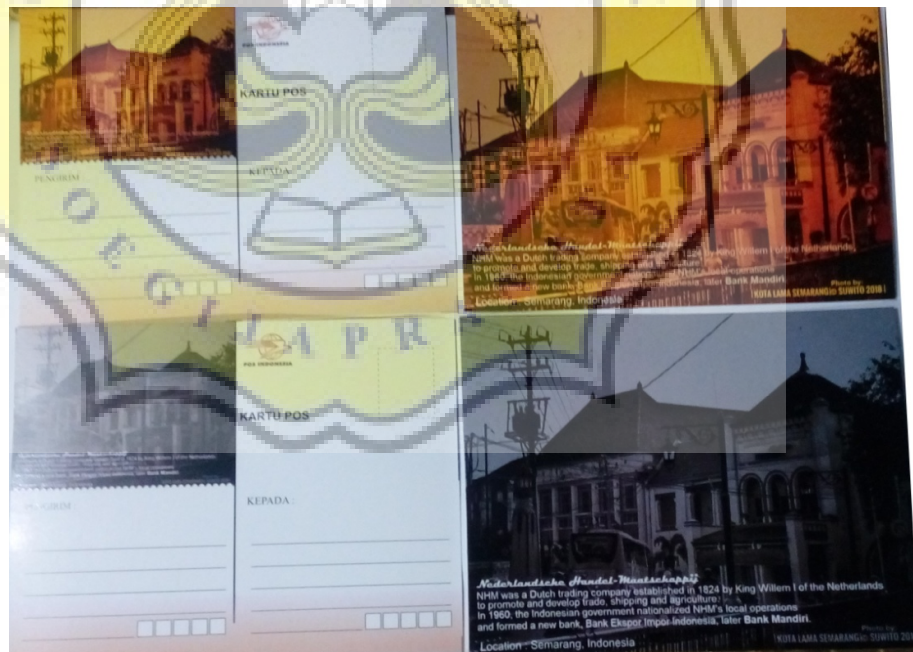


(Picture 1: PetrusBrianCraft logo with slogan)

The products of PetrusBrianCraft are mostly pictures and sketches of Semarang Old Town iconic buildings which are developed using handmade method and print technology. The pictures used have got permission from the photographers and the sketchers. In the product, there is also information about the history of each building, such as *Lawang Sewu*, *Jiwasraya*, *Gereja Blendhuk*, etc. which is written in English.



(Picture 2: PetrusBrianCraft product 'Panel Decoupage' with plastic for packaging and a box for premium packaging, using Kota Lama Semarang as the main theme)



(Picture 3 : PetrusBrianCraft product 'Post Card' takes Kota Lama Semarang as the main theme)

The purpose of creating an English-written message on the Panel Decoupage and Post Card is to make the local tourists and foreign tourists know more about the history of Semarang Old Town. It is because English is the language mostly used for communication in many countries around the world.

Although iconic souvenirs are interesting, customers are not really interested in such products. Therefore, the writer wants to investigate further the visitors' perception on iconic souvenirs especially the products of PetrusBrianCraft. The results of the research will help the owner of PetrusBrianCraft to improve the products to better meet the customers' needs.

1.2 FIELD OF THE STUDY

The field of the study is the English language related to entrepreneurship

1.3 SCOPE OF THE STUDY

In this study, the writer would like to focus on visitors' perceptions on Panel Decoupages and Post Cards product.

1.4 PROBLEM FORMULATION

- a. What are the visitors' perceptions on the iconic souvenirs (Panel Decoupage and Post Card) at Semarang Old Town?
- b. What are the factors which motivate the visitors to buy the iconic souvenirs of Semarang Old Town?

1.5 OBJECTIVE OF THE STUDY

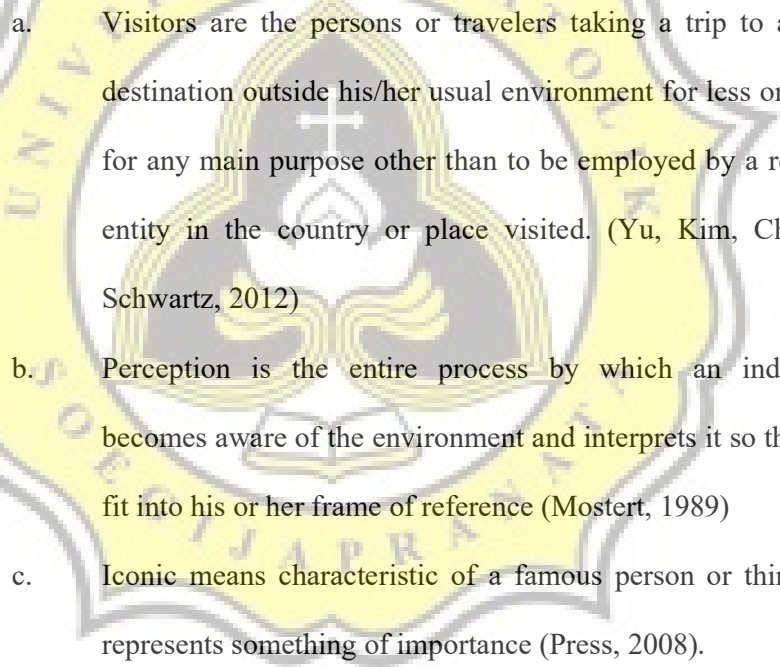
With regards to the problem mentioned above, this research is conducted to achieve the following objectives:

- a. To know the visitors' perception on iconic souvenirs (Panel Decoupage and Post Card) at Semarang Old Town
- b. To investigate the factors which motivate the visitors to buy the iconic souvenirs of Semarang Old Town.

1.6 SIGNIFICANCE OF THE STUDY

The writer hopes that the results of the study will provide the information about the visitors perception on iconic souvenir at Kota Lama Semarang also the factor which motivate the visitors to buy the iconic souvenirs of Semarang Old Town.

1.7 DEFINITION OF TERMS

- 
- a. Visitors are the persons or travelers taking a trip to a main destination outside his/her usual environment for less one year for any main purpose other than to be employed by a resident entity in the country or place visited. (Yu, Kim, Chen, & Schwartz, 2012)
 - b. Perception is the entire process by which an individual becomes aware of the environment and interprets it so that will fit into his or her frame of reference (Mostert, 1989)
 - c. Iconic means characteristic of a famous person or thing that represents something of importance (Press, 2008).
 - d. Souvenir Product is a memory to remind the people that they ever have ever visited a certain place. (Wilkins, 2011)
 - e. Semarang Old Town/Kota Lama Semarang is a trading town on the north coast of Java had been going on since the founding of Kingdom of the Old Mataram and continues to

grow, until the period of Dutch colonial rule (Dewi & Sari, 2012)

