

CHAPTER 4

ANALYSIS

The writer started to collect the data from January 1st, 2019 until February 10th, 2019, from 25 correspondents who were the local and foreign visitors around *Kota Lama Semarang*.

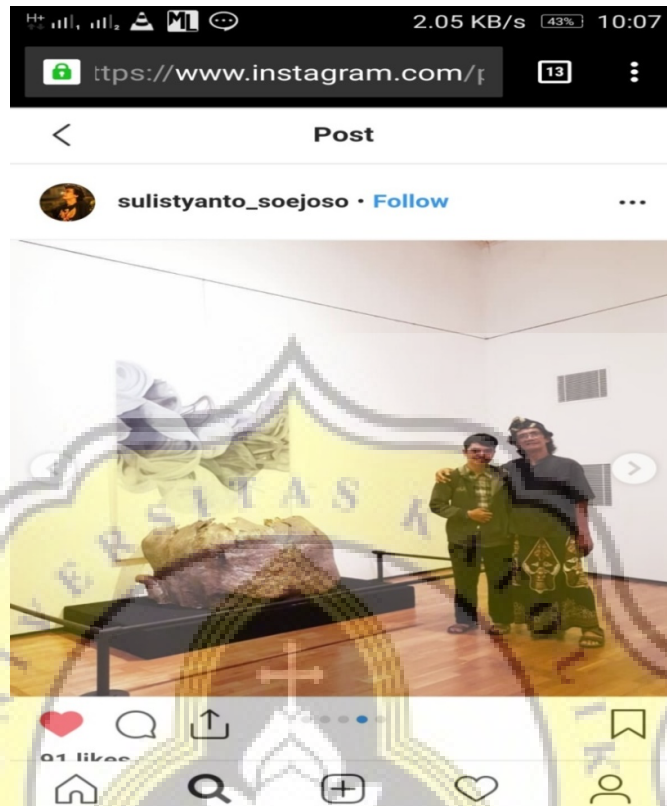
4.1 The visitors' perceptions on the iconic souvenir (Panel Decoupage and Post Card) at Semarang Old Town.

The writer interviewed 25 visitors about their interest in Panel Decoupage and Post Cards. Most of the visitors are interested in PetrusBrianCraft. For Ali from Purwodadi, the craft is “like a painted art” Bella from Yogyakarta says that she loves PetrusBrianCraft prototype product because it involves “creativity”. Some of them also expressed the same interest that they liked PetrusBrianCraft product due to the creative aspects. Roni from Semarang thinks “Your product is good, simple, and the camera effect makes your product is better”. Felis from Semarang likes PetrusBrianCraft because it is ‘unique’. Mr. Victor from Hungaria gives a compliment that “Your product is actually nice”. The same statement is expressed by Marchiles from Germany.



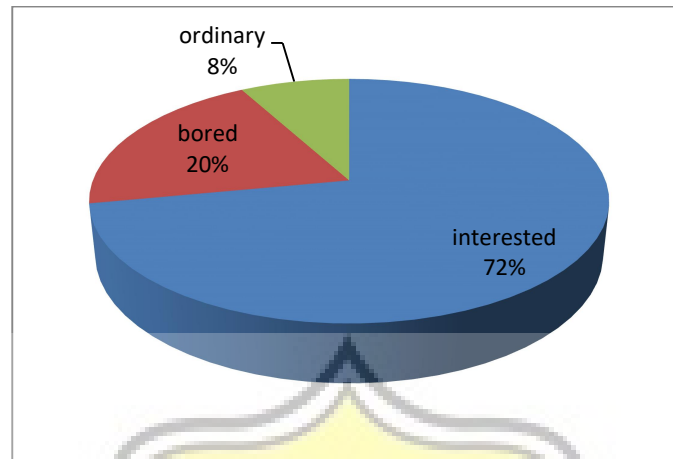
(Picture 8 Victor from Hungaria)

A different statement coming from Mr. Sulistyanto Soejono (an artist and his wife from Surabaya. For Sulistyanto, the Post Card is very common. The product design of the postcard is boring and the Panel Decoupage is too bright. According to Sulistyanto, he is more interested in the original photo without background editing. Mrs Soejono shares the same opinion in the quite commonness of the postcard, yet she likes the design of the Post Card. Mrs. Soejono and her friend are sending Post Cards around Surabaya.



(Picture 9: Sulistyanto Soejoso, an artist from Surabaya, West Java, Indonesia on *Instagram*)

For Ali from Purwodadi, the products are boring and he himself prefers a 3D design product. According to Garry from Semarang, the product especially *Panel Decoupage* is too bright for himself.



(Figure 1 Percentages of the interest of PetrusBrianCraft products)

The interviews with my respondents reveals that 18 of them have good perceptions on PetrusBrianCraft. The number of respondents recognizing their interested in the products is 72%. Meanwhile, 5 respondents or 20% think that the colors of the Panel Decoupage and Postcards are bored ; 2 respondents point out that there is nothing special with the products, and even they are already out of date. In this digital era, people tend to use social media rather than postcards. To sum up, There are 72% of respondents who have positive perceptions while 28% who have negative perceptions on the products.

On the function of the message in Panel Decoupage and Post Card, the writer gets some feedback related to the historical message on each product. Roni from Semarang, Indonesia thinks that “ The message contrast is too dark, try to make it better, and also to write the historical message both in English and Indonesian languages”

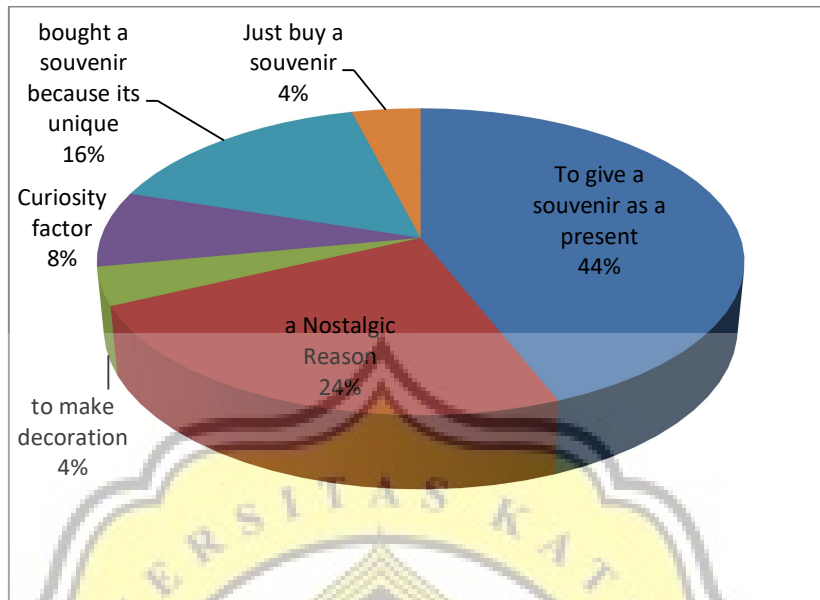
Victor from Hungaria highlights that the message is too bright with the background, and as a result he is unable to read the message clearly. Sulistyanto Soejono from Surabaya points out that the historical message in the Post Cards is errible. “I can’t read this message in your Post Cards! It will be better if you make a Post Card without the message” In his opinion, the historical message in the Panel Decoupage is better than that in the Post Cards. He suggests that “You can also put the quotes on your Panel Decoupage”

In summary, the results of the interview show that the messages written in the products are not interesting. Hence, it can be said that their perceptions on the messages in the products are negative. As a theory from Alexander Baum Garton cited in Krisnawati, Weni, & Wahidin, (2018) said that “Art is beauty. Art is a positive goal and makes everyone who sees or hears it feels happy.”

The result of Van der Waltz experiments (A frame of reference – perception) cited in Mostert (1989) was proven that the person will gain experiences, like or dislike feeling and other psychological reactions.

4.2 The factors which motivate the visitors to buy the iconic souvenirs of Semarang Old Town.

The writer interviewed 25 visitors concerning their motivation to buy souvenir. According to Ali from Purwodadi, he wanted to buy a souvenir for his friend, and so did Nea, Ima, and Novi from Demak; different way from Syahrul, Komar and Frans from Purwodadi also Firnanda, Adrian and Ricky from Blora. They said that they bought a souvenir to gift to their parent. Legholegho from Papua statement that he bought a souvenir to gift to his little brother because for him that is the first time he visit Semarang Old Town. Dias from Semarang said he bought a souvenir for it has a nostalgic value. The nostalgic aspect for buying a sourvenir was also brought up by Roni, Garry, Abimanyu, and Arthur from Semarang, a man from Australia, and Marchiles from Germany. Victor from Hungaria explained the bought a souvenir for collection or decoration. Jonanta and Adit from Surabaya stated that their purchase of souvenir was out of their curisioty to souvenir offered in Semarang Old Town. Felis, Ellen, Vivi, and Tiara from Semarang said that they bought the souvenir because it was unique. Bu Heri from Semarang said that she just want to bought a souvenir eventhough she already visit Semarang Old Time more than 2 times.



(Figure 6 The reasons of visitors to buy souvenir)

The data reveals that it is very rare that the visitors bought a souvenir as a present. Some of the visitors bought a souvenir because for nostalgic reasons. Some offered different reasons such as for collection, decoration; out of their curiosity; uniqueness, and ‘they just want to buy it.’

Based on the results of the interview, it can be said that the respondents were driven by internal and external factors to buy souvenirs. It is in accordance with what is stated by Lai (2011) in chapter 2 that motivation may come from internal and external factors. Some of the respondents admitted that they bought the souvenirs or products for their friends. It shows that there is an external drive that motivates them to buy the products. Besides, some other respondents bought the products for

themselves or just for their own pleasure. It means that there is internal factor which influences their decision to buy the product

4.3 Overall Result

Based on what is outlined above, it can be summarized that in relation to product performance in general, the respondents under this study have positive perceptions. However, in relation to the messages put in the products, the respondents have negative perceptions. It seems that their perceptions and judgments on the products are not influenced by brand, price, and store.

Meanwhile, the factors which motivate respondents to buy the products came from internal and external factors.

