

CHAPTER V

CONCLUSION

The visitors' perceptions on PetrusBrianCraft product (Panel Decoupage and Post Card) are positive. However, respondents' perceptions on the historical message are negative.

The driving factors motivating the visitors to buy souvenir in Kota Lama Semarang can be categorized into Internal Factors such as for self-pleasure or personal reason (e.g. nostalgic reason) and External Factors (e.g. to give them as souvenirs for their friends).

