

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism has important role in many sectors, for example as the economic growth in a country. In Indonesia, the foreign exchange of tourism sector has been written 184 trillion rupiahs and become job opportunities for 12 billions people, (Farhan, 2016).

A tourism attraction is divided into three principles, one of them is something to buy, (Bagyono, 2005, p.23). Some people sometimes visit one place just because want to find out about the culinary and buy the souvenir from that place. For instance, the reason why people want to visit Palembang is just because they want to explore more about Pempek that has been already well known in this era and its unique souvenir.

Souvenir is a thing that can remind the visitors about the city which has already visited by them, (Bagyono, 2005, p.19). And also sometimes visitor will give it back to their relatives, friends or just to own it by themselves. In the other hand, souvenir also can introduce the place and become the job field alternative in tourism sector, like micro industry for the local people. Moreover Bagyono (2005, p.24) states that souvenir is more likely if it is oriented and presented the characteristic of the local place itself.

There are two kinds of souvenir, the first is consumable souvenir (food souvenir) and non consumable souvenir (non food souvenir). The examples of consumable souvenir (food souvenir) are traditional food such as Pempek from Palembang, Bika Ambon from Medan, or Soerabi from Bandung. The examples of non consumable souvenir (non food souvenir) are T-shirt with Monas pictures from Jakarta, miniature of Borobudur Temple from Magelang, Songket from Palembang and many others, but the cheapest one is key chain.

Further Hernasari (2013) states that Pempek and Songket are souvenir that is being most targeted by the visitors in Palembang. This city is well known as the city of Pempek. Beside Pempek, Songket is also the famous one in Palembang. No wonder if people visit Palembang to buy those things.

Unfortunately in Palembang, there is no creation of non consumable souvenir (non food souvenir) that is presented Pempek or other traditional food since an consumable souvenirs like Pempek is considered expensive to buy in a large amount. Prakoso (2010) states that it is hard to find the souvenir such as key chain or others which is presented the traditional food of Palembang, it is because songket as one of the non food souvenir is too expensive to be bought by the visitors. Visitors sometimes need to find the cheap souvenir if they want to give the souvenir to many people. key chain as the cheapest one souvenir can be one of the alternatives souvenir for the visitors.

Nowadays people sometimes see many innovations from the souvenir, like from textile, wood and even handcraft by some creative people. This unique souvenir can be more interesting from the other ones and also not too expensive. Therefore, people can find out the innovation of souvenir itself through crochet souvenir while people only know crochet for clothes, bags, shoes, hats and other baby accessories, (Riady, 2017). Thus crochet souvenir also has their unique form, it is started from the small thing to the big one. For example key chain crochet souvenir or doll crochet souvenir that is called as amigurumi. So that the way to make crochet souvenir of traditional food can be applied well.

Moreover in Palembang, the variations of crochet souvenir are less than another souvenir. Like key chain crochet souvenir for Traditional Food of Palembang that can be crochet souvenir for Pempek such as Pempek Telok and Pempek Pistel, Lumpang Cake, and Sekayo Cake as the alternative of crochet souvenir in Palembang through interview that conducted by the writer.

This day the technology is used to introduce tourism product, (Andrews, 2008, p.20). One of them is through internet by making a video of the tourism

product, because many people can access it easily and it is more detail than audio. No wonder, the innovation of crochet souvenir can be innovation for tourism product that can introduce that city. Through this tutorial video of crochet souvenir of Palembang traditional food, people will know more about tourism product of Palembang.

In line with the mentioned above, the writer is interested to make the innovation of souvenir through crocheting. Furthermore, the writer will design the procedures of designing crochet souvenir in the form of Palembang traditional food through tutorial video, the writer choose “The Procedures of Designing Crochet Souvenir in The Form of Palembang Traditional Food through Tutorial Video” as the title of final report.

1.2 Problem Formulation

This research will be done because of the visitors that are looking for a crochet souvenir in the form of Palembang traditional food do not have enough information regarding to the souvenir in Palembang, especially key chain crochet souvenir. Because of the thing, it is hard for them to find a souvenir which can give them more information about Palembang traditional food. In the other hand, with this information about the procedures of crochet souvenir in the form of Palembang traditional food can also be introduced well through the tutorial video of this design.

Based on some problems that have been stated before, so that the problem formulation for this problem is : “ how to design the procedures of crochet souvenir in the form of Palembang traditional food through tutorial video?”

1.3 Problem Limitation

The scope of this final report is about studying making key chain Crochet Souvenir form of Pempek Pistel, Pempek Telok, Lumpang Cake, and Sekayo Cake. The writer focuses on how to design the procedures of key chain Crochet Souvenir in the form of those food through tutorial video.

1.4 Research Purpose and Research Benefit

1.4.1 Research Purpose

The Purpose of this final report is:

1. To find out how to design the procedures of crochet souvenir in the form of Palembang traditional food through tutorial video.

1.4.2 Research Benefit

The benefits of this final report are:

1.4.2.1 For readers:

1. To add their knowledge about how to design the procedures of crochet souvenir in the form of Palembang traditional food through tutorial video.
2. It can be means of knowledge about souvenir as tourism product.
3. This final report can be a motivation to design the procedures of crochet souvenir in the form of Palembang traditional food through tutorial video.

1.4.2.1 For writer:

1. To improve knowledge about how to design the procedures of crochet souvenir in the form of Palembang traditional food through tutorial video.
2. To improve the ability of making tutorial video for the procedures of crochet souvenir and it also encourage the writer to implement the spirit of hospitality industry and entrepreneurship.
3. To give information about the research of how to design the procedures of crochet souvenir in the form of Palembang traditional food through tutorial video.