

CHAPTER I

INTRODUCTION

1.1 Background

There are so many events in Indonesia. One of them is sport event, both National and International sport event. In 2011, Indonesia was trusted as the host of International event, it was the Sea Games XXVI event. After that, Indonesia was trusted as the host of the Islamic Solidarity Games III event that held in 2013. Finally, In this August 2018, Indonesia is trusted again to be the host of the International sport event, Asian Games XVIII event. As usual, the cities that have been selected as the venue for the event are Jakarta and Palembang.

Futhermore, with the International event held in Palembang City, there will be many visitors or tourists which come both from domestic and abroad to see the Asian Games Ceremony and Competition. Of course this event can give more advantages for government and also the local citizens, especially in terms of introducing tourism object destination that exist in Palembang both to increase the regional and national income.

Palembang is one of the cities in Indonesia that has various cultures such as traditional house, traditional clothes, traditional dances and also has traditional foods. In addition, Palembang also has its own tourism object destination that makes it much in demand by tourists, both within the country and abroad. From various tourist objects that can be found in Palembang city, tourists usually visit one tourism object destination that became tourist center in the city of Palembang, the Ampera Bridge. Ampera Bridge is a bridge that becomes the identity of the Palembang city, located above the Musi river and also located near Benteng Kuto Besak or Palembang residents commonly call it as BKB. There is also a tourism object destination that becomes the icon of Palembang recently. The tourism destination is Iwak Belido Monument which is located in the middle of BKB. As

Mayor of Palembang city, Harnojoyo (2017) said, the reason for the development of Iwak Belido Monument is to remind the citizens of Palembang about Belido fish in Musi River and also to re-preserve it due to the existence of Belido fish which has begun to extinct.

In every event that goes on, surely there will be various sellers who sell off food, beverages and goods such as clothes or souvenirs or objects that characterize the event and the area where the event itself is held. For the visitors and tourists who are coming to the place where the event is held, they usually become the participants or only watch the event. Usually, they will look for memorable goods which make them remember about the events and also as the evidence if they ever come to that event and attend the event. Therefore, the visitors or tourists will look for something new and unique. So that is why the writer wants to make an Iwak Belido as a souvenir.

According to Nurnitasari (144: 2009), “souvenir is identical objects with an area or a particular event. The shape is usually tiny, concise and has an artistic value.”

For the souvenir, the writer chooses keychain as the souvenir. The Keychain was chosen because keychain is the most popular souvenir usually bought by the tourist to be given for many friends of theirs. Moreover, keychain needs less space to be put in the tourists baggage. Since nowadays it is rare to find sellers who produce Iwak Belido keychain as souvenirs. This souvenir also made to expost new tourism destination object in Palembang, Iwak Belido Monument.

Therefore the title of this final report is “**Designing keychain of Iwak Belido as a souvenir for visitors in Asian Games 2018**”

1.2 Problem Limitation

The researcher limits the study about “*Designing Keychain of Iwak Belido as a souvenir for visitors in Asian Games 2018*”. The limitation is based on some reason. In this case, the writer focused to learn about design and also make the keychain to be media promoting in Asian Games 2018.

1.3 Problem Formulation

The problem formulation of this final report is “How to design keychain of Iwak Belido as a souvenir in Asian Games 2018?”

1.4 Purpose

The purpose of this research is to know How to Design Keychain of Iwak Belido as a Souvenir in Asian Games 2018?

1.5 Benefit

The author hopes that this research can give knowledge to the readers about what are the steps to design the keychain of Iwak Belido as a souvenir in Asian Games 2018. It can make the student or citizen become an entrepreneur, and will be useful for the government in treasury the souvenir of the event.