

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia consists of 33 provinces. Each province has its own characteristics that can attract tourists to visit. Tourists can enjoy the uniqueness of an area according to the tourist object offered. According to Heliastuti (2018), *Indonesia adalah salah satu negara yang mempunyai beragam objek wisata dikarenakan banyaknya budaya, adat istiadat, kepercayaan, musim, suku, dan lain sebagainya.* It means that Indonesia has various tourism objects.

There are some kinds of tourism objects, natural tourism, religion tourism, historical tourism, culinary tourism, educational tourism, cultural tourism, etc. Each object that characterizes the region is located in every province in Indonesia, such as Monas in Jakarta, Jogja Monument in Yogyakarta, Siger Tower in Lampung, etc. The various tourism objects that exist make Indonesia visited by many local and foreign tourists.

One of the provinces in part of west of Indonesia is South Sumatra. It is a part of Sumatra Island which has several districts and cities, there are Palembang, Prabumulih, Lubuk Linggau, Pagar Alam, OKU, OKI, Muara Enim, Lahat, Musi Rawas, Musi Banyuasin, OKU Timur, OKU Selatan, OI, Empat Lawang, PALI, and Musi Rawas Utara.

Palembang is a capital city of South Sumatra. Palembang city has some history, where the history has an icon which is now become a historical tourism object. Visitors usually come to visit an iconic tourism object of Palembang. One of the icons of Palembang is Ampera Bridge. Ampera Bridge is a bridge that connects the *hulu* and *hilir* areas. It was built in April 1962 and inaugurated in 1965. The Ampera Bridge has a length of 1.117 meters, it is the longest river bridge in Sumatra. It became the famous tourism object in Palembang.

Tourism object is inseparable from souvenirs. Yoeti cited in Helpiastuti (2018) said, *Konsep wisata dapat didefinisikan dengan tiga faktor, yaitu harus ada something to see, something to do, dan something to buy*. It means that there are three factors that affect tourism. One of that is *Something to buy* which is a facility for tourist to buy which in general is a characteristic or icon of an area, so it can be in form of souvenir. According to Nurnitasari (2009), *Souvenir adalah benda yang identik dengan suatu daerah atau suatu event tertentu, bentuknya biasa mungil, ringkas, dan memiliki nilai artistik*. It means that, souvenir is something which someone bought to remind about place, holiday, or event and it is simple to carry. Souvenir has various kinds such as stickers, keychain, clothes, and others. The high number of visitors who want to visit a tourism object make the tourism industry can bring benefit for most of the people. Usually around the destination, the local residents sell typical souvenirs for visitors.

In here the writer decided to make necklace as the new creation of typical souvenir from Palembang. Beside being beautiful to wear, necklace is also very simple to carry. In Palembang, it is still rare to find seller who produce or sell necklace as souvenir, especially a necklace that shows an icon of Palembang. Necklace can also be worn by anyone, especially women of all ages.

Therefore the title of this final report is “**Designing Necklace using Ampera Bridge as Pendant Motif Design for Souvenir of Tourism**”

1.2 Problem Formulation

The problem to be discussed is “How to design a necklace using the Ampera Bridge as pendant motif design for souvenir of tourism?”

1.3 Purpose

The purpose of this research is to know how to design a necklace using the Ampera Bridge as pendant motif design for souvenir of tourism

1.4 Benefit

- a. For writer, this final report gives knowledges in term of producing a new creation of necklace for souvenir
- b. For English Department students, this final report gives knowledge about the way to make new creation of souvenir
- c. For souvenir enterpreneur, this final report can gives knowledge about new creation of souvenir