

ABSTRAK

PERANCANGAN *BOARD GAME* SEBAGAI SOUVENIR KHAS KOTA SURABAYA

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Surabaya telah mengembangkan diri menjadi kota wisata sejak tahun 2006. Surabaya memiliki program TIC dan memiliki tujuan menuju kota wisata MICE. Sebagai kota Wisata keberadaan souvenir yang khas sangatlah penting, tapi belum ada souvenir yang memiliki visi dan misi sama dengan TIC. Di sisi lain, *board game* menjadi salah satu kegiatan usaha yang populer dan mengalami peningkatan sebanyak 50% sejak tahun 2015 di Surabaya. Karena itu dibuat *board game* dengan ciri kota Surabaya sebagai souvenir untuk kota Surabaya. *Board game* dibuat memiliki keunikan dengan 3 buah permainan dalam 1 *board game*. *Board game* dibuat dengan melakukan penelitian meliputi sistem permainan, ketentuan material dan *finishing*, hingga ke proses pemasaran agar board bisa menjadi souvenir khas Kota Surabaya

Kata kunci : Wisata, *Board Game*, Souvenir, Surabaya

ABSTRACT

DESIGNING BOARD GAME AS SURABAYA'S AUTHENTIC SOUVENIR

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Surabaya City has been the second largest business city in Indonesia, but Surabaya also has desire to become tourism city. To begin with iconic tagline such as “Green and Clean” or “Sparkling Surabaya”, Surabaya made a programme called TIC in 2006. The programme will give Surabaya the chance to become tourism city. One aspect on TIC Programme was has an authentic souvenir for Surabaya, but until now, Surabaya doesn't have an iconic souvenir. In the meantime, since 2015 board game came like a darkhorse in business on Surabaya. The made 50% more profit each year passed. This become the chance to make board game as Surabaya's Authentic Souvenir. The board game itself was created to make people become aware with Surabaya as tourism city. One of the unique thing on this board game, this board game has 3 different play system. To make it, need the experiment such as game play experiment, material experiment, and then doing market testing to make sure that this board game can be the first Surabaya Authentic Souvenir.

Keywords: Surabaya, Tourism, Souvenir, Board Game