

**FINAL REPORT**

**THE STRATEGIES OF SULTAN MAHMUD BADARUDDIN II MUSEUM IN  
INCREASING THE NUMBER OF VISITORS**



**This report is written to fulfill the requirement of diploma graduation on  
English Department of State Polytechnic of Sriwijaya**

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**STATE POLYTECHNIC OF SRIWIJAYA**

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**FINAL REPORT APPROVAL SHEET**

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MUSEUM IN INCREASING THE NUMBER OF VISITORS**

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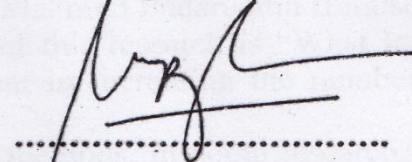
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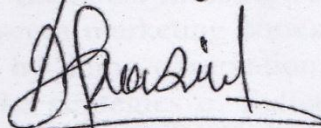
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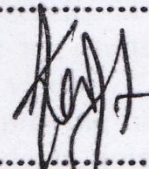
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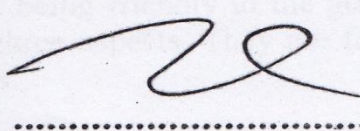
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## **Abstract**

### **THE STRATEGIES OF SULTAN MAHMUD BADARUDDIN II MUSEUM IN INCREASING THE NUMBER OF VISITORS**

**By**

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This research entitled the strategies of Sultan Mahmud Badaruddin II museum in increasing the number of visitors. The problem of this research is “What is the strategies of Sultan Mahmud Badaruddin II museum in increasing the number of visitors?”

The method used in this study is descriptive methods. In doing research, the writer used some steps; they are reading some museum marketing books and other related sources. Then the writer collected the data by doing observation, interview and documentation. Finally the writer found out the strategies of Sultan Mahmud Badaruddin II museum, the facilities in the museum and the service in the museum.

And as the result, the writer found that there are ten strategies of Sultan Mahmud Badaruddin II in increasing the number of visitors. They were air conditioner installation, security, additional collection, improving human resources capability about museum, empowering the apprentice students, joining exhibition, educating all of staffs to guide, taking care visitors, being friendly to the guest and preparing souvenir. The strategies are divided into three aspects. They are facilities aspects, human resources aspects and services aspects.

## **PREFACE**

First of all, the writer would like to praise the gratitude to Allah swt for giving the outstanding mercy and blessing in order to finish this final report on time. This final report is written to fulfill the requirement for Diploma III education accomplishment at English Department State Polytechnic of Sriwijaya with the title “The Strategies of SMB II Museum in Increasing the Number Visitors”.

The writer recognize that this final report is still far from being perfect because of limitation of knowledge, time, or even source. Therefore, comments and suggestion from the readers are needed so that this final report gets better. The writer hopefully expects that this final report can be useful to give contribution ,and to enrich the knowledge about “Marketing Strategies and Promotion Strategies”.

Palembang, July 2014

The writer

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