

**THE POTENTIAL OF RUMAH KEMBAR TUAN KENTANG AS A
TOURISM DESTINATION IN PALEMBANG**



**This Final Report is submitted to fulfill one of the requirements to complete
the Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2022

FINAL REPORT APPROVAL SHEET

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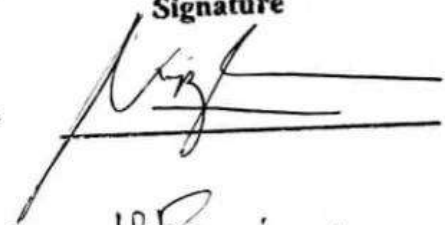
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MOTTO AND DEDICATION

“Sometimes things have to fall apart to make way
for better things”

-Ted Mosby (HIMYM)

(Imma just “hehe” my way thru life ☺)

This final report is dedicated to:

Myself

My family

My beloved friends

English Department

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PREFACE

First of all, the writer would like to express gratitude to Allah SWT for the blessing to finish this final report with the title “The Potential of Rumah Kembar Tuan Kentang as a Tourism Destination in Palembang”. This final report is written to fulfill the requirement of the final report project in English Department of State Polytechnic of Sriwijaya.

The writer also would like to thank everyone who helped the writer to finish this final report, especially for the writer’s advisors; Drs. Evi Agustina Sari, M.Pd and Drs. M. Nadjmuddin, MA who have given much suggestion, support, and time. The writer also realizes that this final report is still far from being perfect, but the writer welcomes any suggestions to make this final report better. Finally, the writer hopes this final report will be useful for the readers as a reference.

Palembang, July 2022

The Writer

ACKNOWLEDGEMENT

First of all, the writer would like to express gratitude to Allah SWT for the blessing to finish this final report. The writer also wants to say thanks to:

1. My beloved family who always gives me support, material, and everything for me.
2. The head of the English Department, Dr. Yusri, S.Pd, M.Pd, and also the other lecturers for always supporting the sixth-semester students to finish this final report.
3. My advisor, Drs. Evi Agustina Sari, M.Pd and Drs. M. Nadjmuddin, MA who have given much support, suggestion, idea, corrections, new knowledge, and motivation to finish this final report.
4. All of the respondents and interviewees for their cooperation and time in terms of providing the writer with all the needed information to finish this final report.
5. Special thanks to “Ours” (Ajeng and Indih) who were always there during the hard and happy times of college, encouraged me, cheer me up, listened to my complaints, and were always willing to help me to finish this final report.
6. My Beloved friends since high school (Pera, Nadila, Ayu, Peen, Desi, and Sri) who tried their best to give me a lot of encouragement while finishing this report, thank you all for your unwavering support and for reminding me to take breaks and have fun when I’ve been stressed out.
7. 6BA class who always share knowledge and support each other that can not be mentioned one by one.
8. Very proud of myself, for successfully completing this Final Report despite the many obstacles encountered.

ABSTRACT

THE POTENTIAL OF RUMAH KEMBAR TUAN KENTANG AS A TOURISM DESTINATION IN PALEMBANG

This final report discusses about the potential of Rumah Kembar Tuan Kentang as a tourism destination in Palembang. The purpose of this final report is to find out the potencies of Rumah Kembar Tuan Kentang. The data were collected by using observation and in-depth interviews. The observation was conducted by using elements of tourism destinations as suggested by (Cooper et al., 2005) and (Inskeep 1991). The result shows that there are some potencies of Rumah Kembar Tuan Kentang as a tourism destination in Palembang with the elements that support tourism destinations such as attraction, accessibility, amenities, accommodation, infrastructures, and ancillary services. The attraction in Rumah Kembar Tuan Kentang are the architectural design and the historical value of the house, photo spots for taking a picture, and the river view. The amenities are a prayer room for worshipers, a souvenir shop that sells cloth and other Palembang specialties, a parking lot that is quite spacious, toilets, and accommodation in the form of one room located inside of Rumah Kembar Tuan Kentang. Rumah Kembar Tuan Kentang provide a good accessibility. The ancillary service is with Dinas Pariwisata Kota Palembang and Bank Indonesia through its CSR program. The conclusion indicated that Rumah Kembar Tuan Kentang has potential as a tourism destination in Palembang.

Keywords: *Potential, Tourism Destination, Rumah Kembar Tuan Kentang*

ABSTRAK

POTENSI RUMAH KEMBAR TUAN KENTANG SEBAGAI DESTINASI WISATA DI PALEMBANG

Laporan akhir ini membahas tentang potensi Rumah Kembar Tuan Kentang sebagai destinasi wisata di Palembang. Tujuan dari laporan tugas akhir ini adalah untuk mengetahui potensi Rumah Kembar Tuan Kentang. Pengumpulan data dilakukan dengan observasi dan wawancara mendalam. Pengamatan dilakukan dengan menggunakan unsur-unsur destinasi wisata seperti yang dikemukakan oleh (Cooper et al., 2005) dan (Inskeep 1991). Hasil penelitian menunjukkan bahwa terdapat beberapa potensi Rumah Kembar Tuan Kentang sebagai destinasi pariwisata di Palembang dengan unsur-unsur yang mendukung destinasi pariwisata seperti atraksi, aksesibilitas, amenitas, akomodasi, infrastruktur, dan layanan pendukung. Daya tarik Rumah Kembar Tuan Kentang adalah desain arsitektur dan nilai sejarah rumah, spot foto untuk berfoto, dan pemandangan sungai. Fasilitas tersebut adalah musholla untuk jamaah, toko souvenir yang menjual kain dan makanan khas Palembang lainnya, tempat parkir yang cukup luas, toilet, dan akomodasi berupa satu ruangan yang terletak di dalam Rumah Kembar Tuan Kentang. Rumah Kembar Tuan Kentang memberikan aksesibilitas yang baik. Layanan tambahan adalah dengan Dinas Pariwisata Kota Palembang dan Bank Indonesia melalui program CSR-nya. Kesimpulan menunjukkan bahwa Rumah Kembar Tuan Kentang memiliki potensi sebagai tujuan wisata di Palembang.

Kata Kunci : *Potensi, Destinasi Wisata, Rumah Kembar Tuan Kentang*

TABLE OF CONTENTS

Cover	i
Approval Page of Advisor	ii
Approval Page of Examiners	iii
Motto And Dedication	iv
Preface	v
Acknowledgment	vi
Abstract	vii
Table of Contents	viii
List of Figures	x
List of Appendices	xi
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Purpose of the Study.....	2
1.3 Problem of the Study.....	2
1.4 Benefit of the Study.....	3
CHAPTER II LITERATURE REVIEW	4
2.1 Tourism	4
2.2 Potential Tourism Destination.....	7
2.3 Elements of Potential Tourism Destination.....	8
2.4 Heritage Tourism Destination.....	14
CHAPTER III RESEARCH METHODOLOGY	16
3.1 Method of the Study.....	16
3.2 Object of the Study.....	16
3.3 Procedure.....	17
3.4 Technique of Collecting the Data	18
3.5 Technique of Analyzing the Data	19
3.6 Place for the Research	20
CHAPTER VI FINDINGS AND DISCUSSION	21
4.1 Findings	21

4.1.1 The Result of Observation	21
4.1.2 The Result of Interview	32
4.2 Discussions	35
CHAPTER V CONCLUSION AND SUGGESTION.....	38
5.1 Conclusion	38
5.2 Suggestion	38
REFERENCES	39
APPENDICES	

LIST OF FIGURES

Figure 3.1 The map of Rumah Kembar Tuan Kentang.....	20
Figure 4.1 The Shape of Rumah Kembar Tuan Kentang From the Outside.....	22
Figure 4.2 The Interior Design of Rumah Kembar Tuan Kentang.....	22
Figure 4.3 The Interior Design of Rumah Kembar Tuan Kentang.....	22
Figure 4.4 Photo Spot in Front of the Entrance.....	23
Figure 4.5 Photo Spot in Front of Rumah Kembar Tuan Kentang.....	23
Figure 4.6 Taking Pictures of Wearing Traditional Palembang Clothes.....	24
Figure 4.7 Sitting and Enjoying the River View.....	24
Figure 4.8 Sitting on the Chairs to Enjoy the River View.....	25
Figure 4.9 The Way to Rumah Kembar Tuan Kentang After Getting off the.....	26
Figure 4.10 Sink for Hand Washing in Front of the Entrance.....	26
Figure 4.11 Griya Kain That Sells Traditional Palembang Cloth For Souvenirs..	27
Figure 4.12 Souvenirs That Tourists Could Buy.....	27
Figure 4.13 The Toilet at Rumah Kembar Tuan Kentang.....	28
Figure 4.14 Parking Lot at Rumah Kembar Tuan Kentang.....	28
Figure 4.15 Mushollah For Muslims to do Worship.....	29
Figure 4.16 The Room That Can be Used to Stayed.....	29
Figure 4.17 Bank Indonesia collaboration with Rumah Kembar.....	30
Figure 4.18 Batiqa Hotel Palembang.....	31
Figure 4.19 The Road to the Rumah Kembar Tuan Kentang.....	31
Figure 4.20 Streetlight in front of Rumah Kembar Tuan Kentang.....	32

LIST OF APPENDICES

Appendix 1	Surat Permohonan Surat Pengantar Pengambilan Data
Appendix 2	Kesepakatan Bimbingan Laporan Akhir (Pembimbing 1)
Appendix 3	Kesepakatan Bimbingan Laporan Akhir (Pembimbing 2)
Appendix 4	Lembar Bimbingan Laporan Akhir
Appendix 5	Rekomendasi Ujian Laporan Akhir
Appendix 6	Revisi Ujian Laporan Akhir
Appendix 7	Pelaksanaan Revisi Laporan Akhir