

FINAL REPORT

**The strengths and the weaknesses of Kemaro Island as tourism
destination in Palembang**



**This report is written to fulfill the requirement for Final Report
Project**

By:

ROLYZIUS MANURUNG

061130901405

STATE POLYTECHNIC OF SRIWIJAYA

ENGLISH DEPARTMENT

PALEMBANG

2014

APPROVAL SHEET

**The strengths and the weaknesses of Kemaro Island as tourism
destination in Palembang**



By:

ROLYZIUS MANURUNG

061130901405

Approved By,

First Advisor,

Dra. Tiur Simanjuntak, M.Ed.M

ID. 196105071988032001

Second Advisor,

Yusri , S.Pd, M.Pd

ID. 197707052006041001

Acknowledge by,

Head of English Department

Dra. Tiur Simanjuntak, M.Ed.M

ID. 196105071988032001

**THE STRENGTHS AND THE WEAKNESSES OF KEMARO ISLAND AS
TOURISM DESTINATION IN PALEMBANG**

FINAL REPORT

By:

ROLYZIUS MANURUNG

061130901405

Approved by The examiners Commitee

Drs. M. Nadjmuddin, M.A.

ID.1961209071988031001

Herman, S.Pd., M.Pd.

ID.197107012002121001

Darminiyanti, S.Pd., M.M.

ID.0414101001

Dra. Evi Agustina Sari, M.Pd.

ID.196708251993032002

Dra. Sri Endah Kusmartini, M.Pd.

ID.196612191991032002

PREFACE

First of all, the writer would like to perform the gratitude to God for giving the outstanding mercy and blessing for the writer in finishing this final report on time. This report is written to fulfill the requirement for Diploma III education accomplishment at English Department State Polytechnic of Sriwijaya. The title of the final report is “The strengths and the weaknesses of Kemaro Island as tourism destination in Palembang”.

The writer realizes that, this final report is still far from being perfect because of limitation of sources, time, or even knowledge. Therefore, comments and suggestion from whole source are needed. The writer really expects that this final report will be useful and can give more information and even enlarge the knowledge about transition signal for everyone especially the students in English Department.

Palembang, 2014

Rolyzius Manurung

ACKNOWLEDGEMENT

Thank to Almighty God, this final report is completed. This report is written to fulfill the requirement for Diploma III project with the title “The strengths and the weaknesses of Kemaro Island as tourism destination in Palembang”.

In this opportunity, the writer would like to express the Gratitude to the entire participants who encouraging advices and guidance during making this final report. The writer would like to thank to:

1. RD. Kusmanto, S.T.M.M as a director of State Polytechnic of Sriwijaya.
2. Dra. Tiur Simanjuntak, M.Ed.M as a head of English Department and as his first advisor.
3. Yusri, S.Pd, M.Pd as his second advisor.
4. All of lecturers of English Department who have given their knowledge's.
5. His beloved parents, Shukiman Manurung and Respidanti Nainggolan who never stop for giving their love and support me until the end of my life.
6. His beloved family, Bony Tua Manurung
7. The students of English Department, especially 6 BIA that could not be mention one by one.
8. All of participants who helped him in finishing this report.

Palembang, 2014

Rolyzius Manurung

ABSTRACT

**The strengths and the weaknesses of Kemaro Island as tourism
destination in Palembang**

By

ROLYZIUS MANURUNG

061130901405

This final report investigates what are the strengths and the weaknesses of Kemaro Island as tourism destination in Palembang. The data of the research were analyzed, compared and matched it with the standard and characteristics of tourism destination. The method used in this study is descriptive methods. In doing research, the writer used some steps, first, the writer read some tourism's books and other related sources, and second, the writer collected the data by doing observation, interview and questionnaire, third, the writer found out the strengths and the weaknesses of Kemaro Island as tourism destination, as the result, the writer found that Kemaro Island should provide several factors such as tourism's product, attraction, amenities, accessibility, and hospitality to increase the quality standard. Finally, the writer suggests that the government to improve Kemaro Island to be a good tourism destination in Palembang.

This report is dedicated to:

- **Jesus christ for giving me complete five senses and everything that has given to me, for blessing me with a good health, strength and spirit.**
- **My beloved heroes and my idols:
My beloved father, Shukiman Manurung and my beloved mother, Respidanti Nainggolan, thanks for your endless love, support and prayer.**
- **My motivations:
My brother Bony Tua Manurung, thankyou for always being beside me.**
- **My beloved advisors:
Dra. Tiur Simanjuntak. M.Ed.M and Yusri S.Pd, M.Pd thanks for a lot of guidance in finishing my report.**
- **All of my beloved friends 6 BIA class, thanks for everything.**
- **Almamater**

Motto

“Dreams without action means nothing, but dreams with action means a great future”

TABLE OF CONTENTS

TITLE SHEET.....	i
APPROVAL SHEET.....	ii
APPROVAL SHEET BY EXAMINERS.....	iii
PREFACE.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRACT.....	vi
TABLE OF CONTENTS.....	vii

CHAPTER I INTRODUCTION

1.1 Background.....	1
1.2 Problem formulation.....	4
1.3 Purpose and Benefit4	
1.3.1 Purpose.....	4
1.3.2 Benefit.....	4

CHAPTER II LITERATURE REVIEW

2.1 Tourism destination.....	5
2.1.1 Tourism's product.....	6
2.1.2 Attraction.....	7
2.1.3 Amenities.....	8
2.1.4 Accessibility.....	8
2.1.5 Hospitality.....	9

2.2 Standard and characteristic of tourism destination.....	10
2.3 Sapta charm.....	10
2.4 Tourist.....	11
2.5 Types of tourism.....	12

CHAPTER III RESEARCH METHODOLOGY

3.1 Research method.....	14
3.2 The location of research.....	14
3.3 Sample of study.....	14
3.4 Techniques for collecting data.....	15
3.4.1 Observation.....	15
3.4.2 Interview.....	15
3.4.3 Questionnaire.....	16
3.5 Techniques for analyzing the data.....	16

CHAPTER IV FINDINGS AND DISCUSSION

4.1 Findings.....	17
4.1.1 The result of observation.....	17
4.1.2 The result of interview.....	17
4.1.3 The strengths of Kemaro Island as tourism destination in Palembang.....	18
4.1.4 The weaknesses of Kemaro Island as tourism destination in Palembang ...	18
4.1.5 Tourism's Products.....	19
4.1.6 Attraction.....	19
4.1.7 Amenities.....	19
4.1.8 Accessibility.....	19

4.1.9 Hospitality.....	20
4.1.10 Tourist satisfaction.....	20
4.2 Discussion.....	20
4.2.1 Tourism product.....	20
4.2.2 Attraction.....	22
4.2.3 Amenities.....	24
4.2.4 Accessibility.....	25
4.2.5 Hospitality.....	27
4.2.6 Tourist satisfaction.....	27

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion.....	29
5.2 Suggestion.....	29

REFERENCES

APPENDICES