

**VISITORS' PERCEPTION OF THE IMPLEMENTATION
OF SAPTA PESONA AT TANAH MAS LAKE BANYUASIN**



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

BY

**ERSA MAYORA
061930900842**

**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2022**

FINAL REPORT APPROVAL SHEET

**VISITORS' PERCEPTION OF THE IMPLEMENTATION
OF SAPTA PESONA AT TANAH MAS LAKE BANYUASIN**



By:

ERSA MAYORA
061930900842

Palembang, July 2022

Approved by:

First Advisor

Dra. Sri Endah Kusmartini, M.Pd.
NIP 196612191991032002

Second Advisor

Koryati, S.Pd., M.Pd.
NIP 198108312005012003

Acknowledged by:
Head of English Department

Dr. Yusri, S.Pd., M.Pd.
NIP 197707052006041001

APPROVAL SHEET OF EXAMINERS

**VISITORS' PERCEPTION OF THE IMPLEMENTATION
OF SAPTA PESONA AT TANAH MAS LAKE BANYUASIN**

The Final Report by:

Ersa Mayora

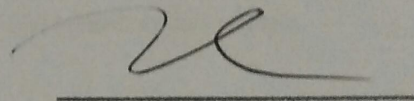
061930900842

Examiners

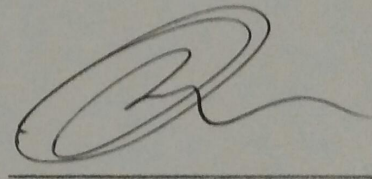
Approved by:

Signature

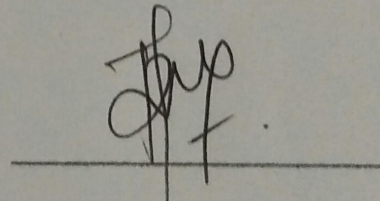
**Dr. Dra. Nurul Aryanti, M.Pd.
NIP 196802181993032001**



**Herman, S.Pd., M.Pd.
NIP 197107012002121001**



**Fransisca Uly Marshinta, S.Sos., M.Hum.
NIP 197303092000032001**



**ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2022**

MOTTO AND DEDICATION

MOTTO:

“...Allah does not burden a person beyond the ability.” - Q.S. Al Baqarah (2) : 286

....

Q. S. Muhammad (47) : 7

DEDICATION:

I dedicated this final report to Allah SWT, our Prophet Muhammad SAW, my beloved family, my incredible advisors, my best friends, my A.Md. Li. degree, English Department, and State Polytechnic of Sriwijaya

PREFACE

Alhamdulillah rabbi 'alamin. First of all, I would like to express my deepest gratitude to Allah SWT who has given me the blessing and our prayers and greetings my always be delivered to our prophet Muhammad SAW who has bring us from Jahiliyah era to Islamiyah era. Besides, I would like to thank to the incredible my advisors Mrs. Dra. Sri Endah Kusmartini, M.Pd. and Mrs. Koryati, S.Pd., M.Pd. For their guidance and help in writing this report entitled “Visitors’ Perception of the Implementation of *Sapta Pesona* at Tanah Mas Lake Banyuasin”.

Due to the limitation in experiences, abilities, and knowledge, the writer also realizes that there are probably many mistakes in writing this report. Therefore, suggestions and critics are welcome for improvement of future writing. Finally, the writer sincerely for the readers, especially for the students of English Department.

Palembang July 2022

The Writer

ACKNOWLEDGMENT

In this opportunity, I would like to express the gratitude to Allah SWT. for the blessing to finish this final report and my study. And also I would like to express big thanks and gratitude to:

1. My beloved parents, Ayah and Ibu who give me a lot of love, praying, support, and everything throughout my life. Also for Armi's family, Abang, Cek, adek, and my little niece. Thank you for always being there for me and understand me.
2. Me my dearest self, Ersya Mayora who keep surviving and struggling on writing this report or even college time with all the inconvenience and problem happened. Hopefully your future journey would run amazingly, amin.
3. My incredible advisors, Mrs. Dra. Sri Endah Kusmartini, M.Pd. and Mrs. Koryati, S.Pd., M.Pd who have patiently guided and given endless supports and valuable contribution during writing this report.
4. Mr. Dr. Yusri, S.Pd., M.Pd. as Head of English Department and Mrs. Aisyah, S.Pd., M.Pd. as Secretary of English Department, State Polytechnic of Sriwijaya who has given supporting and suggestion to my final report.
5. All English Department lecture who has taught every subject even life lesson during this three years.
6. My Forever friends "Para Ugh-tea" Lakban, V Kang Somai, and Tayoo, who always heard, helped, and support anytime.
7. My beloved friends "ILK" Inyong, Ludong, and Kardos who always give me support, and happiness.
8. My best friends "EDAN", Adew, Ndutt and Inoel. Thank you for your support.
9. My best friend in Campus life, Entiyi Ipil who always give me support, motivation, and listening me carefully.
10. My best friend, Wahyu(ni). Thank you for your motivation, support, makes me happy, and listening carefully of my problems.

11. My best partner in Sosmas, Suhard who always give me support, happiness, contributed in listening and sharing his opinions and stories while completing this final report.
12. For Soshum KAMMDA, especially mbak Tiara P and kak Haris, also for sosmas department: mbak Dina, kak Indra, kak Wahyu, mbak Danisa who always give me support, motivation, and makes me happy.
13. For my entertainment support who give me daily dose of happiness include: Bangtan Sonyeondan (BTS) who always support me by their music. Also Spongebob Squarepants, and Boboiboy as my favorite cartoons.
14. Everyone who always support and help me in writing this final report.

ABSTRACT

VISITORS' PERCEPTION OF THE IMPLEMENTATION OF SAPTA PESONA AT TANAH MAS LAKE BANYUASIN

(Ersa Mayora, 2022: 48 Pages, 16 Figures, 7 Tables)

This final report aims to know the visitors perception of the implementation of *Sapta Pesona* at Tanah Mas Lake Banyuasin. In this final report, the researcher used the quantitative analysis method. The data were collected by using observation and questionnaire. In observation, the researcher doing the observation directly to get information for the real condition, quality, and public facilities that provided by Tanah Mas Lake Banyuasin on three days. In questionnaire, there were 100 respondents giving their perception through the questions on the questionnaire. The percentage of an answer of questionnaire using the Rating Scale. Based on the findings, the researcher found Tanah Mas Lake Banyuasin has done well in fulfilling the elements *Sapta Pesona*.

Keywords: Perception, Tanah Mas Lake Banyuasin, Sapta Pesona.

ABSTRAK

PERSEPSI PENGUNJUNG TERHADAP PELAKSANAAN SAPTA PESONA DI DANAU TANAH MAS BANYUASIN

(Ersa Mayora, 2022: 48 Halaman, 16 Gambar, 7 Tabel)

Laporan akhir ini bertujuan untuk mengetahui persepsi pengunjung terhadap pelaksanaan Sapta Pesona di Danau Tanah Mas Banyuasin. Dalam laporan akhir ini, peneliti menggunakan metode analisis kuantitatif. Pengumpulan data dilakukan dengan observasi dan pengisian angket (kuisisioner). Dalam observasi, peneliti melakukan observasi secara langsung untuk mendapatkan informasi mengenai kondisi yang sebenarnya, kualitas dan fasilitas umum yang disediakan oleh Danau Tanah Mas Banyuasin selama tiga hari. Pada kuisisioner, terdapat 100 responden yang memberikan persepsinya melalui pertanyaan-pertanyaan yang telah disediakan peneliti. Persentase jawaban dari kuisisioner menggunakan Rating Scale. Berdasarkan hasil temuan dari observasi dan kuisisioner, peneliti menyimpulkan bahwa Danau Tanah Mas Banyuasin telah memenuhi unsur Sapta Pesona dengan baik.

Keywords: Persepsi, Danau Tanah Mas Banyuasin, Sapta Pesona

TABLE CONTENTS

COVER.....	i
APPROVAL PAGE OF ADVISORS.....	ii
APPROVAL PAGE OF EXAMINERS.....	iii
MOTTO AND DEDICATION.....	iv
PREFACE.....	v
ACKNOWLEDGMENT.....	vi
ABSTRACT.....	viii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES.....	x
LIST OF TABLES.....	xi
LIST OF APPENDICES.....	xii
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Purpose of the Study.....	3
1.3 Problem of the Study.....	3
1.4 Benefit of the Study.....	3
CHAPTER II LITERATURE REVIEW.....	4
2.1 Perception.....	4
2.2 Visitors.....	4
2.2.1 Visitors Characteristics.....	5
2.3 Tourism.....	5
2.3.1 Tourism Attraction.....	6
2.3.2 Kinds of Tourism Attractions.....	8
2.4 Public Facilities.....	9
2.5 Sapta Pesona.....	9
CHAPTER III METHODOLOGY.....	13
3.1 Method of Study.....	13
3.2 Procedure.....	13
3.3 Instrument.....	14
3.4 Technique of Collecting the Data.....	14
3.5 Technique of Analyzing the Data.....	15
CHAPTER IV FINDING AND DISCUSSION.....	17
4.1 Finding.....	17
4.1.1 The Result of Observation.....	17
4.1.2 The Result of Questionnaires.....	20
4.2 Discussion.....	26
CHAPTER V CONCLUSION AND SUGGESTION.....	32
5.1 Conclusion.....	32
5.2 Suggestion.....	32
REFERENCES.....	33
APPENDICES.....	

LIST OF FIGURES

Figure 4.1. Freshwater Fish area.....	17
Figure 4.2. swimming pool 1.....	17
Figure 4.3. swimming pool 2.....	18
Figure 4.4. swimming pool 3.....	18
Figure 4.5. swimming pool 4.....	18
Figure 4.6. swimming pool 5.....	18
Figure 4.7. swimming pool 6.....	18
Figure 4.8. Karaoke area.....	18
Figure 4.9. ticket area.....	19
Figure 4.10. toilet area.....	19
Figure 4.11. Male rinse room.....	19
Figure 4.12. Female rinse room.....	19
Figure 4.13. Locker area	19
Figure 4.14. Canteen area.....	19
Figure 4.15. Prayer place.....	19
Figure 4.16. Parking area.....	19

LIST OF TABLES

Table 4.1 <i>Safety element of Sapta Pesona Result</i>	21
Table 4.2 <i>Orderliness element of Sapta Pesona Result</i>	21
Table 4.3 <i>Cleanliness element of Sapta Pesona Result</i>	22
Table 4.4 <i>Cool Atmosphere element of Sapta Pesona Result</i>	23
Table 4.5 <i>Beauty element of Sapta Pesona Result</i>	24
Table 4.6 <i>Friendliness element of Sapta Pesona Result</i>	25
Table 4.7 <i>Memorable element of Sapta Pesona Result</i>	26

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
Appendix 8	Surat Keterangan Pelaksanaan Observasi
Appendix 9	Lembar Hasil Kuisisioner