

FINAL REPORT

The Promotion Efforts in Supporting the Potency of Monpera (Monumen Perjuangan Rakyat) Museum as One of Tourism Objects in Palembang



**This report is written to fulfill the final report subject of Diploma III at
English Department**

By:

Irhan Ramadhanie

061130900702

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2014

**FINAL REPORT
APPROVAL SHEET**

**THE PROMOTION EFFORTS IN SUPPORTING THE POTENCY OF
MONPERA (MONUMEN PERJUANGAN RAKYAT) MUSEUM AS ONE
OF TOURISM OBJECTS IN PALEMBANG**



By:

IRHAN RAMADHANIE

061130900702

Palembang, July 2014

First Advisor,

Second Advisor,

Drs. Sunani, M.M

ID. 196305181990032002

Koryati, S.Pd,M.Pd

ID. 198108312005012003

Acknowledged By

Head of English Department

Dra.Tiur Simanjuntak, M.Ed.M

ID. 196105071988032001

**THE PROMOTION EFFORTS IN SUPPORTING THE POTENCY OF
MONPERA (MONUMEN PERJUANGAN RAKYAT) MUSEUM AS ONE
OF TOURISM OBJECTS IN PALEMBANG**

FINAL REPORT

By:

IRHAN RAMADHANIE

061130900702

Approved by the Examiners Committee

Signature

Dra. Risnawati, M.Pd.

ID. 196804011994032001

.....

Munaja Rahma, S.Pd, M.Pd.

ID. 197405162002122001

.....

Eriza, S.Pd, M.Pd.

ID. 196205051980032003

.....

Iskandar Rosyidin, S.Pd, M.Pd.

ID. 197006212002121001

.....

PREFACE

First of all, the writer would like to perform the great gratitude to Allah SWT that has given the great blessing, mercy, and health to finish this final report with the title “The Promotion Efforts in Supporting the Potency of Monpera (Monumen Perjuangan Rakyat) Museum as One of Tourism Object in Palembang”. Eventually this final report is written to fulfill the requirement of final report subject of Diploma III at State Polytechnic of Sriwijaya. The writer would like to say great thanks to the first advisor Drs. Sunani, M.M and also the second advisor Koryati S.Pd, M.Pd, because without their advices the writer will not be able finish this final report on time. Many thanks also delivered to the staff of Monpera Museum Sumbagsel, which has given the chances for the writer to conduct the research there.

The writer realizes that this final report is still far from perfect because there are still some mistakes during the process in writing it. Those all affected by the limitation of experience, sources, knowledge and other obstacles got by the writer. Therefore, any further suggestion and comment from all elements are well accepted with great pleasure anytime. The writer hopes this final report can be useful in the future research, especially for the English Department students at State Polytechnic of Sriwijaya Palembang.

Palembang, 3 July 2014

The Writer

ACKNOWLEDGEMENT

The writer wants to express his highest gratitude and thanks to Allah SWT for the blessing, opportunity, love, health and mercy to complete this final report.

During writing this final report, the writer receives a lot of motivation, assistance, contribution, suggestion, advice and supports from the people around. Therefore, in this special opportunity, the writer would like to express his warmest thanks to:

1. RD Kusumanto, ST, M.T as the honor Director State Polytechnic of Sriwijaya.
2. Dra. Tiur Simanjuntak, M,Ed.M as the honor Head of English Department.
3. Munaja Rahma, S.Pd, M.Pd as Assistant Head of English Department.
4. My best advisors, Drs. Sunani, M.M and Koryati, S.Pd,M.Pd who had given me their best advices, support and new knowledge in finishing this final report.
5. All of English Department lecturers who had given me countless knowledge in last three years.
6. All of English Department Administrations, Mr. Nanang, Mr. Novri, Mr. Okta, Mrs. Wartu and Mrs. Lina. Thanks for your help.
7. My Lovely Parents; Mukti Hud and Ratih Nusantarie who had given me their best love, advice, spirit and support in finishing this final report.
8. My Awesome Brothers; Irvan Reizona, Irsan Ferduzie, Irman Rozano and Irlan Fansurie who had given me their best advice and support in finishing this final report.
9. All of my lovely BB friends 2011; Kak Anin, Ceta, Niak, Icha, Indi, Nanda, Adit, Om Lani, Randy, Danu, Asrofi, Vega, Mike, Ratih, Mba Eca, Ria, Ulan, Okta, Eno, Merlin, and Tia. Thanks for our beautiful memories in last three years, I love you all.

10. All of Monpera Museum Sumbagsel staff who had given me chance to conduct the observation there.
11. All people who had performed any assistance in finishing this final report that cannot mentioned one by one.
12. My Lovely Repsy (motorku) which has always accompanied me to get the data in finishing this final report.

~The Writer~

ABSTRACT

The Promotion Efforts in Supporting the Potency of Monpera (Monumen Perjuangan Rakyat) Museum as One of Tourism Objects in Palembang

(Irhan Ramadhanie, 2014, 30 pages)

This report is observing the Monpera (Monumen Perjuangan Rakyat) Museum with the purposes to identify the potency and recognize its promotion efforts as one of tourism object in Palembang. The potency of Monpera Museum is categorized to historical tourism object because the idea of establishment and the collection was from Palembang war. The data were collected through observation, interview and library research. The data were analyzed by using qualitative descriptive that elaborated and compared it with theory experts. The result of this research is that Monpera Museum have potency as one of tourism object in Palembang. Monpera Museum is categorized into historical tourism object because of the history and all collection there is about the history of Palembang people struggle. However, the statistic data of Monpera visitor show that it is not stabil, it proved that the promotion efforts to promote those potency has not been effective and because there was no tourism event at the object. The writer would like to suggest that promotion staff of Monpera Museum should improve the tourism information of Monpera on their media promotion and also they should held some tourism events at Monpera that can attract the interesting of visitor to visit it.

TABLE OF CONTENT

TITLE	i
APPROVAL SHEET	ii
EXAMINERS SHEET	iii
PREFACE	iv
MOTTO AND DEDICATIONS	v
ACKNOWLEDGEMENT	vi
ABSTRACT	viii
TABLE OF CONTENTS.....	ix
CHAPTER I INTRODUCTION	
1.1. Background	1
1.2. Research Formulation and Research Limitation.....	3
1.2.1. Research Formulation	3
1.2.2. Research Limitation.....	3
1.3. Research Question	4
1.4. Research Purposes	4
1.5. Research Benefits	4
CHAPTER II LITERATURE REVIEW	
2.1. Definition of Tourism.....	5
2.2. Definition of Tourist and Visitor	5
2.3. Definition of Promotion	6
2.3.1. The Stages of Promotion.....	7
2.4. Definition of Effort.....	8
2.5. Definition of Potency	8
2.6. Definition of Museum and Monument	9
2.7. Monpera (Monumen Perjuangan Rakyat) Museum Sumbagsel	10
2.8. Definition of Tourism Object	11

2.8.1. The Elements of Promoting Tourism Object	12
2.8.2. The Facilities Needed in Developing Potential Tourism Object and Attraction.....	12
2.8.3. The Criteria of Tourism Object Potency	13
CHAPTER III RESEARCH METHODOLOGY	
3.1. Place and Research Period	14
3.2. Data Collection Method	14
3.2.1. Primary Data	14
3.2.2. Secondary Data.....	15
3.2. Analysis of Data	15
CHAPTER IV FINDINGS AND DISCUSSION	
4.1. Findings	16
4.1.1. The Result of Observation	16
4.1.2. The Result of Interview.....	18
4.2. Discussion.....	19
4.2.1. The Discussion of Observation Results.....	19
4.2.2. The Discussion of Interview Results	22
4.2.3. The Potency of Monpera Museum.....	23
4.2.4. The Promotion Efforts of Monpera Museum Staff.....	25
CHAPTER V CONCLUSION AND SUGGESTION	
5.1. Conclusion.....	27
5.2. Suggestion	28
REFERENCES	29
APPENDIX	