

FINAL REPORT

THE COMPARISON BETWEEN SMB II MUSEUM AND BALAPUTERA DEWA MUSEUM IN TERMS OF SAPTA PESONA



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

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APPROVAL PAGE

The Final Report titled:

**THE COMPARISON BETWEEN SMB II MUSEUM AND BALAPUTERA
DEWA MUSEUM IN TERMS OF SAPTA PESONA** prepared by Marsya
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 11th July 2025



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PREFACE

All praise and gratitude are due to God Almighty- Allah SWT, who has given health, smoothness, and grace to all of us. *Shalawat* and *salam* to our Prophet Muhammad SAW and companions who have brought us from darkness to light. The writer would like to thank Supervisor I and Supervisor II have guiding the writer in the process of completing the final report entitled “The Comparison Between SMB II and Balaputera Dewa Museum in Terms of *Sapta Pesona*”.

The writer would also like to thank all those who have been involved in completing the research as the final requirement to achieve an academic degree. The writer realizes that this final report is far from perfect, due to the limited experience, ability, and knowledge of the writer. The writer hopes that readers and future researchers can develop the contents of this final report.

In closing, the writer hopes that this final report can be useful for further researchers as new knowledge or reference, especially for students of the Department of Language and Tourism who will write the final report.

Marsya Fadilla Putri

ABSTRACT

This research aims to compare the implementation of *Sapta Pesona* at the Sultan Mahmud Badaruddin II (SMB II) Museum and the Balaputera Dewa Museum in Palembang, focusing on facilities, services, and the museum environment. This research is motivated by the importance of *Sapta Pesona* in creating a satisfying tourism experience. The research method used is descriptive comparative with a qualitative approach. Data were collected through interviews and observation of facility conditions, interviews with staff and visitors regarding service quality, and documentation studies related to museum management and the application of *Sapta Pesona* standards. Cleanliness and aesthetics of the museum environment are also a major focus in data collection. The analysis focused on the seven elements of *Sapta Pesona*: safe, orderly, clean, cool, beautiful, friendly, and memories. The results of the research are expected to reveal significant differences in the implementation of *Sapta Pesona* in the two museums, providing a comprehensive picture of the strengths and weaknesses of each. Furthermore, this research recommends improvement strategies tailored to the characteristics of each museum to optimize the implementation of *Sapta Pesona*, especially in facility management, service quality improvement, and museum environmental arrangement. These recommendations are expected to contribute to increasing the attractiveness of the museum as a sustainable historical tourist destination.

Keywords: comparison, museum, *sapta pesona*, historical destination, facilities

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Appendix 5 : Recommendation For Final Report Examination

Appendix 6 : Final Report Exam Revision

Appendix 7 : Implementation Of Final Report Revision