

## 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