

FINAL REPORT

**VISITORS' PERCEPTION OF THE
IMPLEMENTATION OF SAPTA PESONA AT OPI
WATER FUN BANYUASIN**



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

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2025**

APPROVAL PAGE

The Final Report titled:


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PESONA AT OPI WATER FUN BANYUASIN** prepared by Wiwied Widya
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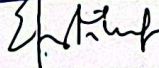

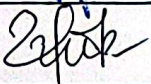


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VALIDATION PAGE

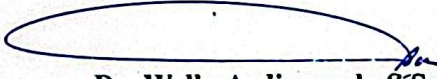
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PLAGIARISM-FREE DECLARATION

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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, 14th July 2025



Wiwied Widya Sari
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PREFACE

"Alhamdulillah rabbil'alamin. First of all, I would like to express my deepest gratitude to Allah SWT for His blessings; may our prayers and greetings always be delivered to our Prophet Muhammad SAW. This report is written to fulfill one of the requirements for completing the final project and as a form of academic responsibility.

The topic was chosen based on the writer's interest in tourism development, especially regarding the application of *Sapta Pesona* values: Safety, Orderliness, Cleanliness, Cool Atmosphere, Beauty, Friendliness, and Memorable Experience. OPI Water Fun, as one of the popular family recreation areas in Palembang, was selected as the research location.

In writing this report, the writer received support, guidance, and assistance from various parties. Therefore, the writer would like to express sincere thanks to: Mrs. Eli Yeny, S.Pd., M.Pd., and Mr. Achmad Leofaragusta K K, S.E., M.MPar., CSES., CHCS., as the supervisors who have provided guidance and direction during the process of preparing this report; the management and staff of OPI Water Fun who kindly provided information and access for conducting research; all visitors who participated in interviews and gave valuable input; and beloved family and friends who always gave moral and material support.

Due to limitations in experience, abilities, and knowledge, the writer realizes that there may still be some mistakes in this report. Therefore, suggestions and constructive criticism are welcome for future improvement. Finally, the writer sincerely hopes this report will be useful for the readers, especially for the students of the English Department."

Wiwied Widyasari

ABSTRACT

"This research aims to explore visitors' perceptions of the implementation of *Sapta Pesona* at OPI Water Fun, Palembang. *Sapta Pesona*, which comprises seven core elements: Safety, Orderliness, Cleanliness, Cool Atmosphere, Beauty, Friendliness, and Memorable Experience, serves as a guiding principle for enhancing the quality of tourism experiences in Indonesia. The study adopts a qualitative descriptive approach, utilizing data collected through observations, interviews, and documentation. The focus is to assess how well each element of *Sapta Pesona* is implemented and perceived by visitors during their time at OPI Water Fun. The findings indicate that most visitors have a positive perception of the implementation of *Sapta Pesona* at the site. Elements such as Beauty, Friendliness, and Cleanliness are perceived as well implemented; however, aspects like Safety and Orderliness still require significant improvement to enhance overall visitor satisfaction. This research is expected to contribute to the development of more effective tourism management strategies and support continuous quality improvement in tourist destinations."

Keywords: OPI Water Fun, *Sapta Pesona*, Visitors' Perception, Qualitative Research, Tourism Development.

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"All praise and gratitude are due to Allah SWT for His countless blessings, strength, and guidance that enabled me to complete this final report. Shalawat and peace be upon the Prophet Muhammad SAW, who has brought us from darkness into light. This report represents more than just an academic requirement; it is a reflection of a journey filled with struggles, growth, and unforgettable experiences. Therefore, I would like to express my sincere appreciation to the following people:

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2. To my incredible advisors, Mrs. Eli Yeny, S.Pd., M.Pd., and Mr. Achmad Leofaragusta K K, S.E., M.MPar., CSES., CHCS., thank you for your patience, guidance, and invaluable contributions.
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7. May this final report serve as a meaningful contribution to the field of tourism and provide insights for further research and development.

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Appendix 7 : Implementation of Final Report Revision