

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.