

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on observation, questionnaire, and interview, it can be concluded that Taman Purbakala Kerajaan Sriwijaya has implemented five elements of Sapta Pesona, they are security, order, beauty, coolness, and hospitality.

In terms of security, 60 % of the respondents never heard about crime in Taman Purbakala Kerajaan Sriwijaya and 40 % ever. Most of the respondents never get disturbed by the residents, and most of the respondents felt safety visiting Taman Purbakala Kerajaan Sriwijaya.

In terms of order, 85 % of the respondents mention that they saw information sign, and most of the respondents mention that the arrangement of the building are neat.

In terms of beauty and coolness, all of the respondents mention that they can see green trees everywhere, therefore they felt cool.

In terms of hospitality, most of the respondents mention that the local community treats the visitors well, unfortunately most of the respondents mention that the authority did not guide and give enough explanation to the visitors.

Taman Purbakala Kerajaan Sriwijaya has not implemented two elements of Sapta Pesona, they are cleanliness and memories. In terms of cleanliness 70 % of respondent mention that Taman Purbakala Kerajaan Sriwijaya is not free of rubbish. The rubbish can be seen everywhere, most of the respondents mention that they can see bad graffiti on the wall and 67 % of respondents mention that the public facilities (toilet) is not adequate.

In terms of memory, most of the respondents mention that they can not see souvenirs sold in Taman Purbakala Kerajaan Sriwijaya. Fortunately, most of the respondents mention that they would like to revisit Taman Purbakala Kerajaan Sriwijaya because they can see beautiful and green trees everywhere.

5.2 Suggestion

It is suggested to the authority in Taman Purbakala Kerajaan Sriwijaya that the authority has two unimplemented of Sapta Pesona. They are:

1. The authority has not implemented cleanliness. It is suggested to implement sign information beside of rubbish box. Then visitors will put the rubbish in rubbish box because there is sign information. Next, Sapta Pesona based on cleanliness will be implemented.
2. The authority has not implemented memories. It is suggested to provide a souvenir store or stand. This store makes visitor easy to see and get characteristics souvenirs from this place. So, sapta pesona based on memory will be implemented.