CHAPTER I
INTRODUCTION

1.1 Background

World Tourism Organization (2015:16) states over the decades, tourism has continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. This is evidenced by increasing number of tourists who travel, increasing line for new route flight, large investments in tourism industry such as the opening of scale in tourism destination with new products, increasing development of accommodation facilities, and improvement of infrastructure. In short, tourism has become most important in the world of civilian industries.

Palembang is one of the big cities in Indonesia that has good potential in many sectors. One of the sectors that can influence the progress of the city is tourism. Tourism can be influential in introducing Palembang to the general public. When many people know about the existing tourism, it is expected that a lot of tourists will come to visit.

Tourism in Palembang has many varieties; one of them is religious tourism. Religious tourism is a kind of tourism destination that attracts the visitor with the value of religion. There are some religious tourism destinations in Palembang; one of them is Al-Qur'an Al-Akbar.

Al-Qur'an Al-Akbar is the biggest Al-Qur'an in the world that is carved on pieces of wood typical of Palembang. It is located in Jalan M Amin Fauzi, Soak Bujang (Pondok Pesantren IGM Al-Ihsaniyah), Kecamatan Gandus Palembang. It is published on 30th January, 2012.

Based on Jurnal Psikologi (2014:89) visitors' perception is one of important aspect for developing and increasing the organization. In this occasion, visitors' perception is important to increase the number of visitor in tourism destination. Visitors' perceptions provide the real information of condition in a tourism destination including the information of visitors' needs and wants that the

owner of Al-Qur'an Al-Akbar can use as a guiding in serving all of their needs and wants to make them satisfied and glad to come back.

Based on explanation above, Al-Qur'an Al-Akbar is the religious tourism destination in Palembang that is needed to develop, while Panggarbesi (2012:1) says South Sumatra is in process developing of tourism destinations. So, the writer believes visitors' perception can give the information that can improve the Al-Qur'an Al-Akbar. Therefore, the writer is entitled this report as "Visitor's Perceptions on "Sapta Pesona" in Al-Qur'an Al-Akbar Palembang.

1.2 Problem

Based on the background, visitors' perception is necessary in developing Al-Qur'an Al-Akbar. Therefore, the writer is interested in analyzing visitors' perceptions at Al-Qur'an Al-Akbar in Palembang.

1.2.1 Limitation of problem

This study is limited on visitors' perceptions on "Sapta Pesona" in Al-Qur'an Al-Akbar Palembang.

1.2.2 Formulation of problem

1. What are visitors' perceptions on "Sapta Pesona" in Al-Qur'an Al-Akbar in Palembang?
2. Has Al-Qur'an Al-Akbar fulfill the Sapta Pesona as the condition of tourism?

1.3 Purposes

1. To find out the visitors' perceptions on "Sapta Pesona" in Al-Qur'an Al-Akbar Palembang
2. To know about "does Al-Qur'an Al-Akbar fulfill the Sapta Pesona as the condition of tourism or not"

1.4 Benefits

1. For Writer
   a. To fulfill the requirement to finish Diploma III in majoring of English Department.
   b. To enlarge the experience in doing a research.
2. For Students
   a. To give the information and knowledge for students especially students at English Department with the concentration of hospitality and tourism about visitors' perceptions on Sapta Pesona in Al-Qur'an Al-Akbar Palembang.
   b. As a reference in making a final report.
3. For Al-Qur'an Al-Akbar Organizer
   As a reference in improving and promoting Al-Qur'an Al-Akbar.

1.5 Scheme of Writing

CHAPTER I: INTRODUCTION

This chapter contains of the background, problem, problem limitation, problem formulation, purpose, benefit, and scheme of writing.

CHAPTER II: LITERATURE REVIEW

This chapter presents about Perception, tourism, and Sapta Pesona.

CHAPTER III: RESEARCH METHODOLOGY

This chapter contains method of research, place of research, subject of research, techniques for collecting the data, and techniques for analyzing data.

CHAPTER IV: FINDING AND DISCUSSION

This chapter describes the finding and discussion about the visitors' perception on Sapta Pesona in Al-Qur'an Al-Akbar Palembang.

CHAPTER V: CONCLUSION AND SUGGESTION

This chapter contains of conclusion and suggestions.