THE STUDY OF SAPTA PESONA ELEMENTS APPLIED IN *BUKIT SIGUNTANG*

This report is written to fulfill one of the requirements for Diploma III of English Department

Written By:

M Reza Prawirya

0613 3090 1417

ENGLISH DEPARTMENT

STATE POLYTECHNIC OF SRIWIJAYA

2016

APPROVAL SHEET

FINAL REPORT

THE STUDY OF SAPTA PESONA ELEMENTS IN *BUKIT SIGUNTANG*

FINAL REPORT

BY:

M REZA PRAWIRYA

0613-3090-1417

Palembang, August 2016

Approved by,

The First Advisor

Dra, Tiur Simanjuntak, M.Ed.M.

ID. 196105071988032001

The Second Advisor

Darmaliana, S.Pd., M.Pd

ID.197301032005012002

Acknowledged by

Head of English Department

Drs. M. Nadjmuddin, MA.

ID.196209071988031001

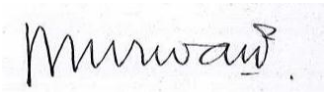
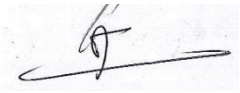
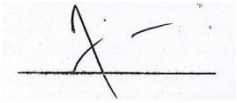
THE STUDY OF SAPTA PESONA ELEMENTS APPLIED IN *BUKIT SIGUNTANG*

FINAL REPORT

By

M REZA PRAWIRYA

061330901417

Approved by the Examiners	**Signature**
Dra. Muwarni Ujihanti, M.Pd **NIP. 195902171987032001**	
Dr. Welly Ardiansyah **NIP. 197408172006041001**	
Yusri, S.Pd., M.Pd **NIP.197707052006041001**	
Nian Masna Evawati, S.Pd.,M.Pd **NIP. 197905072003122002**	

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

PREFACE

First of all, the writer would like to perform the gratitude Allah swt for the mercy that has been given to the writer. Therefore, the writer could finish the final report. The writer would also like to express the warmest gratitude to the noble prophet Muhammad saw, for warning and remembering every kindness or fault occurred. Eventually, this report is written as the one of the requirements to finish Diploma III at English Department, which entitled "The Study of Sapta Pesona Elements Applied in *Bukit Siguntang*". This final report describes about the implementation of Sapta Pesona Elements in *Bukit Siguntang* and the obstacles to implement Sapta Pesona Elements in *Bukit Siguntang*.

The writer considers that in writing this final report still has many insufficiencies and it is far from perfect. It was caused by limitation of experience, ability and knowledge the writer has. Therefore, the writer expects the readers can give suggestion and critics for this final report.

Finally, the writer expects that this final report can give advantage usefulness especially for the students of English Department

Palembang, July 2016

The Writer

ACKNOWLEDGEMENT

The writer would like to thank to Allah swt for the mercy that has been given to the writer, so the Final Report could be finished on schedule. The writer also would like to send regard to the noble prophet Muhammad saw for remembering in every kindness and warning in every fault. The purpose of writing this final report, which is entitled "The Study of Sapta Pesona Element Applied in *Bukit Siguntang*" were to know the implementation of Sapta Pesona Elements in Taman Wisata *Bukit Siguntang*and to know the obstacles to implement Sapta Pesona elements in *Bukit Siuntang*.

Dealing with this final report, the writer got many assistances, support and advice from lecturers, family, and friends. In his occasion, the writer would like to thank to:

1. Allah swt
2. The Head of English Department, Drs. M. Nadjmuddin, MA.
3. My Advisors, Dra. Tiur Simanjuntak, M.Ed. M. and Darmaliana, S.Pd., M.Pd.
4. My beloved family especially my lovely parents who always support me in every situation.
5. Special thanks to my special friends Dwiki, Raka, and Robi.
6. My Classmates in 6 BD who really meant to me. Thanks for all the memories.
7. Special thanks to Goestyari Kurnia Amantha who gave me a lot of advices and knowledge to help me finished this final report.
8. All the staffs in *Bukit Siguntang*.

Finally, the writer hopes that this report can give some benefits to those who are concerned in all. However, this report is still far from being perfect, therefore any criticism and suggestion are always welcome.

ABSTRACT

The Implementation of Sapta Pesona Elements in *Bukit Siguntang*

(M Reza Prawirya, 31 pages, 1 picture, 7 tables)

In this report, the writer discussed about the study of Sapta Pesona Elements Applied in *Bukit Siguntang*. The problems of this study are the implementation of Sapta Pesona Elements in *Bukit Siguntang*, and the obstacles to implement Sapta Pesona Elements in *Bukit Siguntang*. The purpose of this report is to study about the implementation of Sapta Pesona elements in *Bukit Siguntang*. The writer used descriptive method. The data was collected through interview and observation. The writer analyzed the data from interview and observation, and then presented the analyzed data through tabular forms and descriptions for each element. The result showed that *Bukit Siguntang* only implemented 1 element of Sapta PEsona, it is Coolness element. And the other elements were not implemented yet. The writer found that the obstacles to implement Sapta Pesona elements in Bukit Siguntang are : the lack of human resources, either the number of officers and the skill and professionalism of officers, and the lack of adequate sanitation facilities.

MOTTO AND DEDICATION

"When I stopped chasing the wrong things

God gave me the right thing

A chance for chasing my future"

This Final Report dedicated to:

Allah SWT

My beloved parents

My beloved brother and sister

My beloved family

My beloved friends

TABLE OF CONTENTS

COVER i

APPROVAL SHEET ii

APPROVAL SHEET BY EXAMINERS iii

MOTTO AND DEDICATION iv

ACKNOWLEDGEMENT v

PREFACE vi

ABSTRACT vii

TABLE OF CONTENTS viii

LIST OF TABLES xi

LIST OF APPENDICES xii

CHAPTER I INTRODUCTION

1.1 Background 1

1.2 Research Focus 3

1.3 Problem Formulation 3

1.4 Purpose 3

1.5 Research Benefit 3

CHAPTER II LITERATURE REVIEW

2.1 Tourism 4

2.1.1 Definition of Tourism 4

2.1.2 Kind of Tourism 4

2.2 Sadar Wisata 5

2.3 Sapta Pesona 6

CHAPTER III RESEARCH METHODOLOGY

3.1 The Research Methodology 10

3.2 Research Location 10

3.3 Subject of Research 10

3.4 Technique for Collecting Data 11

3.4.1 Interview 11

3.4.2 Observation 11

3.5 Technique for Analyzing Data 12

CHAPTER IV FINDINGS AND DISCUSSIONS

4.1 Findings 13

4.2 Discussions 16

4.2.1 Safety 16

4.2.2 Orderliness 19

4.2.3 Cleanness 21

4.2.4 Coolness 23

4.2.5 Beauty 25

4.2.6 Hospitality 26

4.2.7 Memory 27

CHAPTER V CONCLUSSIONS AND SUGGESTIONS

5.1 Conclusions 29

5.2 Suggestions 29

REFERENCES 30

APPENDICES

LIST OF TABLES

Table 1. The Implementation of Safety Element 18

Table 2. The Implementation of Orderliness Element..... 20

Table 3. The Implementation of Cleanness Element 22

Table 4. The Implementation of Coolness Element 24

Table 5. The Implementation of Beauty Element..... 26

Table 6. The Implementation of Hospitality Element..... 27

Table 7. The Implementation of Memory Element..... 28

LIST OF APPENDICES

Letter Agreement of first Advisor

Final report activities form of first advisor

Letter Agreement of second Advisor

Final report activities form of first advisor

Final report revision form of examiners

Final report revision form of first examiner

Final report revision form of second examiner

Final report revision form of third examiner

Final report revision form of fourth examiner

Surat pengantar permohonan pengambilan data

Transcript of interview to the respondents in *Bukit Siguntang*

The Pictures of observation

Safety Pictures

Orderliness Pictures

Cleanness Pictures

Coolness Pictures

Beauty Pictures