

FINAL REPORT
VISITORS' PERCEPTION OF BIDAR RACE AS A
TOURISM ATTRACTION IN PALEMBANG



**This final report is written to fulfill the requirement of Diploma Graduation
in English Department State Polytechnic of Sriwijaya**

Written by:
Alin Meisari
061330901382

ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
2016

FINAL REPORT APPROVAL SHEET
VISITORS' PERCEPTION OF BIDAR RACE AS A TOURISM
ATTRACTION IN PALEMBANG



By:

Alin Meisari

061330901382

Palembang, August 2016

Approved by

First Adviser,

Dra. Sri Endah Kusmartini, M.Pd
NIP. 196612191991032002

Second Adviser,

Drs. Zulkifli SN. AN, M.Pd
NIP. 196112251989031004

Acknowledge by
Head of English Department

Drs. M. Nadjmuddin, MA
NIP. 196209071988031001

APPROVAL SHEET OF EXAMINERS

**VISITORS' PERCEPTION OF BIDAR RACE AS A TOURISM
ATTRACTION IN PALEMBANG**

Final Report by:

Alin Meisari

061330901382

Approved by the examiners committee

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



ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
2016

PREFACE

First of all, the writer would like to express gratitude to Allah swt for giving bless and mercy to finish this Final Report entitled “Visitors’ Perception of Bidar Race as a Tourism Attraction in Palembang”. This report was aimed to know visitors’ perception about Bidar Race and problem faced by government in developing Bidar Race as tourism attraction in Palembang This report is written to fulfill the requirement of Diploma Graduation in English Department State Polytechnic of Sriwijaya.

The writer realizes that this report is still far for being perfect so the comment and suggestion from all sources are welcoming. The writer hopes this final report gives benefits to the readers, especially for English Department students.

Writer

ACKNOWLEDGEMENT

In this moment, the writer would like to express the deepest appreciation to all those who give support to complete this report. First of all the writer would like to express gratitude to Allah swt for giving bless and mercy to finish this Final Report and also to the prophet Muhammad saw.

The writer would like to acknowledge with much appreciation to the advisers, Dra. Sri Endah Kusmartini, M.Pd and Drs. Zulkifli SN, AN,M.Pd., the head of English Department, Drs. M. Nadjmudin, MA, and also all staff of English Department who give support to complete this final report from the beginning.

A special gratitude is given to writer's caring, loving, and supportive parents (Mr. and Mrs. Helmi), brothers (Agusman, Ade Yanuar), sisters (Arlena, Anestika, Ari Yunisa) also best friends (13 Matahari, Asih, Agus, Selly, Mey, Mumti). Your encouragement when the times got rough are much appreciated and duly noted.

Last but not least, special thanks goes to 6BC class, especially to my sisters in arms Alia, Atik, Anna, Wiwin. Thank you so much.

MOTTO AND DEDICATION

Motto:

“La yukallifullahu nafsan illa wus’aha”

Allah does not charge a soul except [with that within] its capacity
Al-Baqarah [2:286] – Al-Qur’an al-Kareem

Man Jadda Wajada,
Whoever sincerely does it will get it,

Man Shabara Zhafira,
Whoever be patient will be lucky,

Man Sara Ala Darbiwashala.
Whoever follows His way will get to the destination.

This Final Report is dedicated to:

Beloved Family

Best Friends

English Department

State Polytechnic of Sriwijaya

ABSTRACT

Visitors' Perception of Bidar Race as a Tourism Attraction in Palembang

(Alin Meisari, 2016 : 35 Pages, 5 Figures, 8 Tables)

Tourism attraction is one of important factors in tourism development. Bidar Race is a tourism attraction in Palembang which has some potencies that are not developed well by government and visitors' perception can be used as a guiding to make the development. This research was aimed to know visitors' perception about Bidar Race as tourism attraction in Palembang and the problem faced by government in developing Bidar Race. Thirty visitors of Bidar Race and a government officer were participated as respondents in this research. The result showed that visitors have already satisfied with the attraction, transportation, facility and also infrastructure, while visitors unsatisfied with the hospitality of officer and society around the location of Bidar Race. While the problem faced by government in developing Bidar Race were the lack of Bidar Boat; the lack of society's awareness to appreciate Bidar Race; the lack of written literature about Bidar Race; and the lack of promotion.

Key words: Tourism Attraction, Perception, Visitors, Bidar Race.

TABLE OF CONTENTS

TITLE.....	i
APPROVAL SHEET.....	ii
PREFACE.....	iv
ACKNOWLEDGEMENT.....	v
MOTTO AND DEDICATION.....	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES.....	x
LIST OF TABLES.....	xi
CHAPTER I - INTRODUCTION	1
1.1 Background.....	1
1.2 Problem	2
1.2.1 Problem Limitation.....	2
1.2.2 Problem Formulation.....	3
1.3 Purpose and Benefit.....	3
1.3.1 Purpose.....	3
1.3.2 Benefit.....	4
CHAPTER II - LITERATURE REVIEW.....	5
2.1 Tourism.....	5
2.2 Visitor.....	6
2.2.1 Kinds of Visitors	6
2.3 Tourism Attraction.....	8
2.3.1 Definition of Tourism Attraction	8
2.3.2 Kinds of Tourism Attraction.....	8
2.4 Special Event	11
2.4.1 Definition Special Event.....	11
2.4.2 Category Special Event.....	11
2.5 Requirement of Potential Tourism Attraction.....	12

2.6 Bidar Race.....	15
CHAPTER III - RESEARCH METHODOLOGY.....	18
3.1 Location and Subject of the Research.....	18
3.2 Research Method	18
3.3 Population and Sample of Research.....	19
3.4 Data Collection.....	20
3.4 Data Analyses	20
CHAPTER IV – FINDING AND DISCUSSION	21
4.1 Finding.....	21
4.1.1 Visitors Perception about Bidar Race as Tourism Attraction in Palembang.....	21
4.1.2 The problem faced by Government in Developing Bidar Race.....	28
4.2 Discussion.....	30
4.2.1 Visitors Perception about Bidar Race as Tourism Attraction in Palembang.....	30
4.2.2 The problem faced by Government in Developing Bidar Race.....	33
CHAPTER V – CONCLUSION AND SUGGESTION	35
5.1 Conclusion.....	35
5.2 Suggestion.....	35
REFERENCES.....	xii
APPENDIX.....	xiv

LIST OF FIGURE

Figure 1 Kinds of Tourism Attractions by Soekadijo (2000).....	8
Figure 2 Typology of Attractions by Swarbrooke (2002).....	9
Figure 3 Categories of Special Events (Noor, 2013:9).....	11
Figure 4 Bidar Traditional.....	16
Figure 5 Bidar Prestasi.....	17

LIST OF TABLE

Table 1 Frequency of Respondents Based on Gender.....	21
Table 2 Frequency of Respondents Based on Occupation.....	22
Table 3 Frequency of Respondent based on Origin.....	22
Table 4 Visitors' Perception about the Attraction of Bidar Race.....	23
Table 5 Visitors' Perception about the Transportation around the Location of Bidar Race.....	24
Table 6 Visitors' Perception about the Facility around the Location of Bidar Race.....	25
Table 7 Visitors' Perception about the Infrastructure around the Location of Bidar Race.....	26
Table 8 Visitors' Perception about the Hospitality around the Location of Bidar Race.....	27