

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

Palembang is one of the tourism destinations in Indonesia. The tourists' visit might be influenced by image tourism destination because the environment of tourism destination also affects tourists to visit tourism destination in that region. Facilities and infrastructures in the destination are very important especially for building. However, tourism in Palembang has many varieties such as nature tourism, maritime tourism, and historical tourism.

The construction of historical buildings are to know the historical heritage. The purpose of tourism destination are to introduce, utilize and improve the quality of tourism destination, to fertilize patriotism sense and friendship between nations, to expand and equalize business opportunities and job vacancies as one of the structure of regional economies. Therefore, historical place such as Monument can be used as one of tourism destination that can visit by tourist. Monument is historical place which built to remind and preserved the event in the past and heroes struggle.

One of the monuments in Indonesia is National Monument Jakarta. The monument built with the purpose of considering the struggle of the revolutionary heroes who struggled for independence during the revolution of 1945. In Monas there are various document of the history struggle in the past which published in relieves.

Palembang also has historical places such as Monpera monument, Balaputera Dewa Museum, Sultan Mahmud Badaruddin II Museum, and Taman Purbakala Kerajaan Sriwijaya. All of that places save many historical heritage and become trade-goods. But, Monpera as one of the historical place in Palembang does not prove as the worthy place.

In this era, the collection in Monpera become main problem, less of awareness and understand of relatives of ex-independent heroes to entrust heritage of their families. Four particular cupboard of historical collections are empty and there is nothing historical things placed there. Based on the data, the level of the visitors per month less than 100 visitors. There is no activities or attractions that organize in Monpera, so it make Monpera does not famous.

Through final report to know visitors' perception about Monpera, include many things that should be improve so that Monpera becomes struggle icon in Palembang that can attract visitors.

Based on the explanation above, the writer chose the title "Visitors' Perception on Service Quality in Monumen Perjuangan Rakyat Palembang"

## **1.2 Problem**

The problem of this final report is visitors' perception on service quality in Monumen Perjuangan Rakyat Palembang, so the writer will described why Monpera has less of visitors and what are the facilities that should be improved and developed.

### **1.2.1 Limitation of Problem**

This final report is limited on visitors' perception on service quality in Monumen Perjuangan Rakyat Palembang.

### **1.2.2 Formulation of Problem**

Based on the background above, the problem is formulated as :

"What are visitors' perception on service quality in Monumen Perjuangan Rakyat Palembang?"

## **1.3 Purpose**

The purpose of the final report is to know the visitors' perception on service quality in Monumen Perjuangan Rakyat about history and things that should be improved.

#### **1.4 Benefit**

- This final report for writer to know the visitors' perception about service quality in Monumen Perjuangan Rakyat Palembang.
- This final report for readers to enlarge the knowledge about visitor's perception on service quality in Monumen Perjuangan Rakyat Palembang.
- This final report for students of English Department to give information and knowledge about visitor's perception on service quality ini Monumen Perjuangan Rakyat Palembang and can be their new references for their new final report.
- This final report for government are to develop and improve service quality in Monumen Perjuangan Rakyat Palembang.

#### **1.5 Scheme of writing**

Chapter 1 : INTRODUCTION

This chapter contains about the Background, Problem, Problem Limitation, Problem Formulation, Purpose, and Benefit of this final report.

Chapter 2 : LITERATURE REVIEW

This chapter presents about definition of perception, types of perception, definition of tourism, kinds of tourism, definition of tourist, and the building of Monumen Perjuangan Rakyat

Chapter 3 : METHODOLOGY

In this chapter, the writer explains the methodology how to do the research, like observation, questionnaire, interview, and documentation in Monpera.

Chapter 4 : FINDING AND DISCUSSION

In this chapter, the writer explains about finding and discussion. In the finding, writer explains what the writer found during the research in Monpera. In discussion, the writer explain the problem based on the questionnaire, observation and interview during researching Monpera.

Chapter 5 : CONCLUSION AND SUGGESTION

In this chapter, the writer explains the conclusion about the topic and suggestion what will do to improve on service quality of Monpera Palembang.