

THE FINAL REPORT
VISITORS' PERCEPTIONS ON "SAPTA PESONA" IN SULTAN
MAHMUD BADARUDDIN II MUSEUM



**This report is written to fulfill the requirement of Final Report Subject at
English Department State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2017

APPROVAL SHEET

**VISITORS' PERCEPTIONS ON "SAPTA PESONA" IN SULTAN
MAHMUD BADARUDDIN II MUSEUM**



BY:

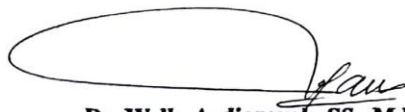
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Final Report

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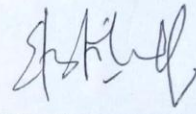
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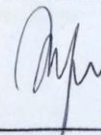
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**ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG**

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MOTTO

"Don't stop when you are tired, stop when you are done"

"Man Jadda Wajada"

"Fighting has been enjoined upon you while it is hateful to you. But perhaps you hate a thing and it is good for you; and perhaps you love a thing and it is bad for you. And Allah Knows, while you know not (Q.S. Al-Baqarah: 216)"

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the mercy and the bless that has given to the writer. Therefore, the writer could finish the final report. This report is written as one of the requirements to finish Diploma study at English Department which is entitled “Visitors’ Perceptions On “Sapta Pesona” In Sultan Mahmud Badaruddin II Museum. This final report describes about the research of “Sapta Pesona” and visitors’ perception about “Sapta Pesona” that has given by Sultan Mahmud Badaruddin II Museum.

The writer considers that in writing this final report still has many insufficiencies and it is not exactly perfect. This is because the limitation of financial, experience and ability the writer has. Therefore, the writer expects the readers can give suggestion and critics for this final report.

Finally, the writer expect that this report can give advantage and usefulness especially for the students of English Department.

Palembang, July 2017

Writer

ACKNOWLEDGEMENT

First of all, the writer would like to express gratitude to Allah SWT that has give me the mercy, the grace, the grand and the bless, so writer can finish this report. Moreover, also thanks to my prophet Muhammad SAW.

This final report is to fullfill the requirement for Diploma study of English Department of the Polytechnic of Sriwijaya Palembang. In this occassion, the writer would like to say many thanks for the support of many people during writing this final report.

The writer finished this final report because of the help from every aspect which cannot be explained one by one. The writer also want to say thanks to every people who help me to finish this final report. The writer want to say thanks to:

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6. All friends in 6 BC class. Thanks for the joke, help, suggestions and support. I hope we can be success together in the future.

ABSTRACT

VISITORS' PERCEPTIONS ON "SAPTA PESONA" IN SULTAN MAHMUD BADARUDDIN II MUSEUM

(Siti Githa Fatharani, 2017, 31 pictures, 7 tables, 4 charts)

This research aims at finding out the visitors' perceptions whether Sultan Mahmud Badaruddin II Museum has performed "Sapta Pesona". The problem was What are visitors' perception of "Sapta Pesona" in Sultan Mahmud Badaruddin II Museum? This study is limited on visitors' perception of tourism attraction and public facilities based on "Sapta Pesona" in Sultan Mahmud Badaruddin II Museum in Palembang. The method of this report was the quantitative and qualitative analysis method that assisted by Statistic Program for Special Science (SPSS) version 22. The research techniques for collecting the data were observation, interview and questionnaire. In this research, there are 100 respondents considered the samples. The writer used non probability sampling with incidental sampling method as sample of research. Based on the result of visitors' perception on "Sapta Pesona" in Sultan Mahmud Badaruddin II Museum, for safety indicator, orderliness indicator, cleanliness indicator, cool atmosphere indicator, beauty indicator, friendliness indicator were in appropriate category and for the memorabilia or memories indicator was in moderate category. The conclusions were Sultan Mahmud Badaruddin II Museum was a good historical tourism destination in Palembang. The management had managed to in fulfill the public facilities and tourism attractions with the elements of "Sapta Pesona".

**Keywords: Visitors' perceptions, "Sapta Pesona", Sultan Mahmud
Badaruddin II Museum**

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