

CHAPTER 1

INTRODUCTION

1.1 Background

The Ministry of Tourism focuses on developing tourism, particularly tourist destinations, because the sector tourism is expected to be incomes of non-oil sector. Tourism itself deals with the activities and services of the industry. Activities undertaken in the services and industries are providing services consisting of transportation, accommodation, food and drink, entertainment and other hospitality services are provided to individuals or groups traveling away from home.

There are various types of tourism that can be visited by tourists such as historical-tourism, natural tourism, nautical tourism, cultural tourism, agro-tourism, and so on. The development of tourism in Indonesia so far has been quite good, it can be seen from the number of tourists visiting Indonesia for a tour. One of place that is frequented of visit is Palembang.

Palembang is the capital city of South Sumatera. Palembang is also one of the famous city that has many beautiful tourism destinations. The famous tourism destinations are Ampera Bridge, Musi River, Kemaro Island, Kuto Besak Fotress, Punti Kayu, 16 Ilir market and etc. Palembang also has a historical tourism that call “Sultan Mahmud Badaruddin II Museum”.

Sultan Mahmud Badaruddin II is one of the famous Museum in Palembang besides Bala Putra Dewa Museum. This Museum has collection of ancient epigraphs, Budha statue, songkets and equipping from the era of Sriwijaya. The location of Sultan Mahmud Badaruddin II Museum is quite strategy because it is located near to Ampera Bridge and surrounded with other famous tourisms objects such as Benteng Kuto Besak, Monpera Museum, and the Great Mosque. Therefore SMB II Museum will easily attract the tourists or visitors to come or visit it before. Based on the writer

observations, there are various kinds of category of visitor, they are domestic and foreign tourist. They are also researchers, students or collegians. There are still many visitors who complained about the tourism attraction and public facilities in this museum.

Based on the data on 2017 from Sultan Mahmud Badaruddin II Museum, the visitors who visited SMB II Museum in a month is around 100 people. Every year, the number of visitors who visits SMB II Museum had increased differences. There are so many factor for increase the number of visitor. One of the factor could be management implementation of “Sapta Pesona”. “Sapta Pesona” itself consists of seven elements, those are safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memorabilia or memories.

In Addition, the condition of 7 (seven) elements of stepping has not been realized to the fullest in the Sultan Mahmud Badaruddin II, there are still some elements in stepping that has not been realized by the management of the Sultan Mahmud Badaruddin II by affecting the tourist attraction to this day. Some elements are not implemented, they are beautiful and memorabilia or memories.

In fact, these two factors greatly influence the level of tourist arrivals. In SMB II Museum structuring tourism facilities and tourism attraction are still not arranged beautifully and it is resulted in a creepy impression for most visitors. One aspect of the 7 (seven) stepping is memories. Memories not only beautiful and pleasant but also be unpleasant. Meanwhile, the impression that the tourists after a visit to the SMB II mostly seemed creepy.

Perception is the set of processes by which an individual becomes aware of and interprets information about the environment. According to Lindsay & Norman (1977), that perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world. There are two elements as visitors that perception to their tourism destination. They are attractions and public facilities.

Therefore, there are many different perceptions from visitors about “Sapta Pesona” that given by SMB II Museum. Some visitors may think “Sapta Pesona” in SMB II Museum is already good and some of them may think “Sapta Pesona” in SMB II Museum is not good. Based on the data above, the writer wants to write “**Visitors’ Perceptions On “Sapta Pesona” In Sultan Mahmud Badaruddin II Museum**” as the title of her final report.

1.2 Problem Formulation

Based on the background, visitors’ perceptions is necessary in developing Sultan Mahmud Badaruddin II Museum. Therefore, the writer is interested in analyzing visitors’ perception at Sultan Mahmud Badaruddin II Museum.

1.1.1 Limitation of problem

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.

1.1.2 Formulation of problem

The formulation of problem for this research is what are visitors’ perception of “Sapta Pesona” in Sultan Mahmud Badaruddin II Museum?

1.3 Purpose

The purpose of this research is to find out the visitors’ perceptions whether Sultan Mahmud Badaruddin II Museum has performed “Sapta Pesona”.

1.4 Benefits

1. For the writer
To enlarge the experience in doing a research.
2. For readers

- a. To give the information and knowledge for students especially students at English Department with the concentration of hospitality and tourism about visitors' perceptions of "Sapta Pesona" in Sultan Mahmud Badaruddin II Museum based on "Sapta Pesona".
 - b. As a reference in making a final report.
3. For Sultan Mahmud Badaruddin II Museum Organizer
As a reference in improving and promoting Sultan Mahmud Badaruddin II Museum.