

## CHAPTER I INTRODUCTION

This chapter discusses the background, the formulation and limitation of the research problem and the research question. It also discusses the operational definition, the purpose and benefits of this final project.

### **Background**

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to visitors' or tourists' or customers' changing needs and desires. Tourism has also become one of the important industries in the world. Hence, tourism business must focus on the customers' satisfactory, safety, and enjoyment in order to compete in world industries (Normadin, 201). Palembang as one of big cities in Indonesia has good potential in many sectors. One sector that influences the progress of the city is tourism business. Tourism can be influential in introducing Palembang to general public. When many people know about tourism objects in Palembang, it is expected that a lot of tourists will come to see them and visit Palembang.

Tourism objects are places or natural conditions that are built and developed so it has an attraction and cultivated as a place to be visited by tourists as visitors. Suswanto (1997, p.19) stated that tourism objects can be divided into two kinds: man-made tourism objects, like park, statues, museum; and natural product tourism object, such as mountain, river, hill, sea. There are many tourism objects in Palembang city. They are Pundi Kayu and Siguntang Hill as natural product object and Ampera Bridge, Monumen Perjuangan Rakyat, Balaputra Dewa Museum, Sultan Mahmud Badaruddin II Museum, Kemaro Island, Benteng Kuto Besak, Kapitan Village and The Great Mosque as man-made tourism object.

Regarding visitors' or tourists' satisfactory, safety, and enjoyment in visiting a tourism object, Indonesia via its Tourism Ministry has established *Sapta Pesona*. *Sapta* means seven, and *Pesona* means charm, altogether means seven charms that must be realized in order to attract visitors in a tourism place. It is as an assessment instrument for safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memorabilia of Indonesian' tourism objects. *Sapta Pesona* is also to realize the atmosphere of togetherness of all parties to create the natural environment and noble culture of the nation, so related to the support and role of the community as the host in an effort to create an environment and atmosphere conducive. According to

Syaukani (2002, p.109), *Sapta Pesona* is the effort of structuring and fostering a national tourism awareness. It is a campaign to raise all national potential to all participants' supports in order to rehabilitate potential and capacity of tourism industry and community in Indonesia. Palembang as an alternative tourism destination in Indonesia also implements *Sapta Pesona* for its tourism objects improvement and rehabilitation. One of the object is Balaputra Dewa Museum.

The perceptions of visitors coming to any tourist attraction may be quite different (Beerli and Martin, 2003). In this research, the goal was to reveal the effects of domestic tourists visiting Balaputra Dewa Museum on their perceptions towards this historical site.

Based on explanation above, Balaputra Dewa Museum is as a man-made tourism destination in Palembang is needed to develop. This is done because the writer believes visitors' perception can give the information to improve the Balaputra Dewa Museum. Therefore, the writer has entitled this report as "the Visitors' Perception of "*Sapta Pesona*" on Balaputra Dewa Museum Palembang".

### **Problem Identification**

Based on the background above, visitors' perception is required in developing Balaputra Dewa Museum. Consequently, the writer is fascinated in analyzing visitors' perception at Balaputra Dewa Museum Palembang.

### **1.3 Problem Limitation**

This study is limited on visitors' perception through "*Sapta Pesona*" on Balaputra Dewa Museum Palembang

### **1.4 Problem Formulation**

What are the visitors' perception of "*Sapta Pesona*" on Balaputra Dewa Museum Palembang?

Has Balaputra Dewa Museum complied with the *Sapta Pesona* as the requirement of tourism satisfaction standard?

### **1.5 Purposes**

To discover the visitors' perception of "*Sapta Pesona*" on Balaputra Dewa Museum Palembang.

To know whether Balaputra Dewa Museum has complied with the *Sapta Pesona* as the requirement of tourism satisfaction standard.

### **1.6 Benefits**

The results of this research as the final report will supply some benefits for Balaputra Dewa Museum administrators and the writer herself. First, for the Balaputra Dewa Museum administrators, the visitors' perception will be useful to know the lack of Museum itself. The results will be valuable evaluation to the improvement of the museum in the future. Second, for the writer, this research will help to fulfill the requirement to finish Dipolma III in majoring of English Department and to enlarge the experience in doing a research.