

**FINAL REPORT**  
**SWOT ANALYSIS OF AMFERA FESTIVAL BY SIXTH SEMESTER**  
**ENGLISH STUDENTS OF SRIWIJAYA POLYTECHNIC**



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

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**PALEMBANG**  
**2017**

**APPROVAL SHEET**

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**Final Report**

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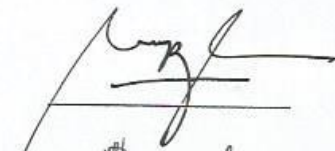
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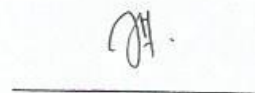
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## **PREFACE**

First of all, the writer would like to thank to Allah Swt for the mercy that has been given to the writer could finish the Final Report. Eventually, this report is written to fulfill requirement of Final Report at State Polytechnic of Sriwijaya Palembang entitled “SWOT Analysis of Amazing Sriwijaya Festival Event by Sixth Semester English Students of Sriwijaya Polytechnic”.

The writer would also like to thank all people who had helped finishing this report because without their helps, motivation, and concelling, this report not be finished. Therefore, any suggestion and critics are always welcome. The writer also expects that this report can give advantanges for the readers.

Palembang, July 2017

The Writer

## **ABSTRACT**

### **SWOT ANALYSIS OF AMFERA FESTIVAL BY SIXTH SEMESTER ENGLISH STUDENTS OF SRIWIJAYA POLYTECHNIC**

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**(Fernando Aditya Pratama, 2017: 32 Pages, 21 Pictures)**

This research aims to find the SWOT of Amazing Festival of Sriwijaya. The problem is what are the SWOT of Amazing Festival of Sriwijaya. The purposes of writing this final report is to describe the SWOT in Amazing Festival of Sriwijaya. A qualitative research has been used in this final report. The research instruments used are observation and interview technique of collecting data. Based on the finding, the writer describing in each point of strengths, weaknesses, opportunities, and threats in Amazing Festival of Sriwijaya. From the SWOT analysis of AMFERA event, the internal factor are more influence. , if the point of strengths (4 points) and the weaknesses (7 points) is combined, it made into 11 (eleven) points of internal factors, different with external factors which consists of opportunities (5 points) and threats (3 points) and if the opportunities and threats is combined, it will only get only 8 (eight) points of external factors. After analyzing the SWOT, the weaknesses have more point list, the opportunity in the second place, strength in the third place, and threat in the fourth place. The conclusion and suggestion are to evaluating that next event should be better than Amazing Festival of Sriwijaya.

**Keyword: SWOT, Amazing Festival of Sriwijaya, event.**

## ACKNOWLEDGMENT

Finally, this report is completed. Therefore, the writer would like to say thank to Allah Swt. The purpose of writing this report is to fulfill one of requirements to get the Diploma Degree at English Department at State Polytechnic of Sriwijaya. In this moment, the writer would like to thank to everyone who has given many contributions in this final report :

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**MOTTO**

**“Our greatest pride is not never  
failing, but rising again  
whenever we fall.”**

**(Confusius)**

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