

CHAPTER I

INTRODUCTION

1.1 Background

English department is one of the majors in the polytechnic of sriwijaya located on the 2nd floor of KPA building or administrative headquarters which is the center of all kinds of polytechnic administration. English Department was established on November 20, 2003. This major has a total of 12 classes which consists of 4 (four) classes per semester. English Department only concentrates hospitality. Based on Decree No: 960 / SK / BAN-PT / Akred / Dpl-III / VIII / 2015, English Department of Polytechnic of Sriwijaya has been accredited "A" and valid until 29 August 2020.

The English Department has a Vision in 2020 to become a leading, quality, innovative, and adaptive vocational education study program toward vocational education course studying the development of English as an international language in the hospitality. Its mission is to produce graduates who are competent and professional in communicating by using English in hospitality, produce graduates who have the knowledge and skills that are able to do the work and entrepreneurship in hospitality, Develop and disseminate the results of applied research in linguistics that supports the world of hospitality, and apply the results of research as a form of community service, especially related to the hospitality.

The organization that is within the scope of English Department of Sriwijaya Polytechnic is the Student Association of English Department or known as HMJ. This organization consists of English Department students from each semester and chaired by a student-governor. One of the duties of this organization is to run a work program either in scales on campus or outside campus. English Department once held an event in outside area of the campus. The event is AMFERA or Amazing Festival of Sriwijaya and run by 6th semester student and HMJ of English Department from 21 to 23 April 2017.

The event was located on an open stage under the Ilir side of Ampera bridge and had coordinaton with the event of *Pasar Seni Palembang* which also held at there.

The 6th semester students have MICE assignment to handle an event so that this event is the right opportunity for completing the task because this event involves sixth semester students of English Department and HMJ to carry out activities in the form of meeting, incentive, convention, and exhibition. Kesrul (2005, p. 3) states that MICE itself is a tourism activity which is a combination of leisure and business, usually involves a group of people together, a series of activities in the form of meetings, incentive, convention, and exhibition. Unfortunately, because of limitation of time, the writer did not discuss about the MICE.

Like other events, this AMFERA event certainly has a variety of strengths, weakness, opportunities, and threats during the process of the event, and it is shortened as SWOT. According to Jogiyanto (2005, p. 46), SWOT is used to assess the strengths and weaknesses of the company's resources and external opportunities and the challenges or threats that we faces. Therefore, the writer decided to analyze the SWOT to know the strengths, weakness, oportunities, and threats that exist in this event as his final report project. So, the writer was inserested to make final project entitled **“SWOT Analysis of Amazing Sriwijaya Festival Event by Sixth Semester English Students of Sriwijaya Polytechnic”**.

1.2 Problem Formulation

The problem of this study is what are the SWOT of Amazing Sriwijaya Festival event?

1.3 Research Purpose

The purpose of this research is to find the SWOT of Amazing Festival of Sriwijaya Festival Event.

1.4 Research Limitation

This research will be SWOT only for students of English Department who participated in this event.

1.5 Research Benefit

The benefits of this report are as follows:

- a. For the reader
 - 1. To know the SWOT of the event.
 - 2. As a reference for conducting the similar researches.
- b. For the event organizers
 - To be a reference, so that similar events could be better in the future.