

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the findings and the discussions, the writer can conclude the strengths, weaknesses, opportunities and threats from The Amazing Festival of Sriwijaya event. Strengths consist of cooperating relationship between English department and Tourism department of Palembang in the scope of event, the number of labours in the event and the strategical location of the event, involving supporting element in the event. Weaknesses consist of the lack of facilities and safety, cannot obtain full independence from Tourism department of Palembang, schedule is did not on time, difficult contrilling the visitors, the inconducive commitee, and no official parking lot. Opportunity consist of the opportunity to do best performance for much people who watching the event, the continuing relationship with Tourism department of Palembang, opportunity to promote Palembang's culture, utilize the former place that used to sell used clothes (*buru'an Jambi/BJ*) as event location, and help to increase small trade's income. Threat consist of the other event that held in same time as AMFERA and give big prizes to their winners, expenditure is not corresponding with commitees' expectation, and illegal parking around the event location. After analizing the SWOT, the weakness have more point list, the opportunity in second place, strength in the third place, and threat in the fourth place.

#### 5.2 Suggestion

The writer suggests that English department still continue their relationship with Tourism department of Palembang and keep cooperated in other event in the future. Writer also expect that the next event, the commitee conducted a deep planning to make the meeting success. For the

lack of fund, the commitee should find more sponsors and to covering their fund if someday this is happened again in next event. For the other weaknesses, the writer hopes that it won't be happened again in the future event and hopely the next event becoming an huge event and can be knows for the next researchers who want to conduct SWOT analysis, like questionnaire or other type of questionnaire should be used to have more complete information for the SWOT analysis after observation and interview.