

**FINAL REPORT**  
**THE STRENGTHS AND WEAKNESSES OF THE POTENTIAL**  
**DEVELOPMENT OF PALEMBANG CITY AS A MICE CITY**



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

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**PALEMBANG**  
**2019**

**APPROVAL SHEET**

**FINAL REPORT**

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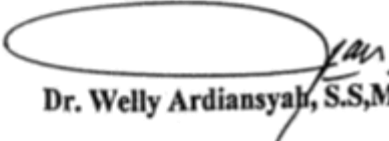
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Palembang, July 2019

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## **PREFACE**

First of all, the writers would like to thank to Allah SWT for opportunities, blessing, and health to the writer could finish this final report. The title of the final report is “The Strengths and Weaknesses of The Potential Development of Palembang City as a MICE City”. Eventually, This report is written to fulfill the requirement of final report at State Polytechnic of Sriwijaya.

The writer would also like to say thank you to Dr. Welly Ardiansyah, S.S.,M.Pd., Mrs. Eli Yeny, S.Pd.,M.Pd as the advisors because without their guidance, the writer cannot prepare and finish this final report. The writer also like to thank all people who had help finishing this report.

The writers realize that there are many mistakes in writing this report, it is caused by the limitation in abilities and knowledge the writers have. Therefore, the writers expect the readers can give suggestion and critics for improvement of this final report in the future. Finally, the writers expect that this report can give advantages and usefulness especially for students of English Department.

Palembang, July 2019

**ABSTRACT**  
**THE STRENGTHS AND WEAKNESSES OF THE POTENTIAL  
DEVELOPMENT OF PALEMBANG CITY AS A MICE CITY**

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**(Sri Yulia Rahmi, 2019: 34 pages, 17 pictures)**

This research aims to find the strengths and weaknesses of the potential development of Palembang City as a MICE City. A qualitative research has been used in this final report. The research instruments used are observation and interview technique of collectig data. To analyze the data, the research used SWOT analysis. Based on the finding, the writer describing in each point of strengths, weaknesses, opportunities, and threats of potential development of Palembang city as a MICE city. Lastly, it is suggested to improve the strengths of the potencial development of Palembang City as a MICE city by reducing the weaknesses and risks.

***Keywords: Palembang, MICE, SWOT***

**ABSTRAK**  
**KEKUATAN DAN KELEMAHAN PERKEMBANGAN POTENSI KOTA  
PALEMBANG SEBAGAI KOTA MICE**

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**(Sri Yulia Rahmi, 2019: 34 halaman, 17 gambar)**

Penelitian ini bertujuan untuk mengetahui kekuatan dan kelemahan potensi pengembangan Kota Palembang sebagai Kota MICE. Penelitian kualitatif telah digunakan dalam laporan akhir ini. Instrumen penelitian yang digunakan adalah teknik observasi dan wawancara data collectig. Untuk menganalisis data, penelitian ini menggunakan analisis SWOT. Berdasarkan temuan tersebut, penulis menggambarkan di setiap titik kekuatan, kelemahan, peluang, dan ancaman potensi pengembangan kota Palembang sebagai kota MICE. Terakhir, disarankan untuk meningkatkan kekuatan pengembangan potensi Kota Palembang sebagai kota MICE dengan mengurangi kelemahan dan risiko.

***Kata kunci: Palembang, MICE, SWOT***

## MOTTO AND DEDICATION

**Motto** :

*“Realize your intentions, explore your interests,  
that's where you find your willpower.”*

**Dedication** :

This final report is dedicated to Allah S.W.T who still le me breath today. My beloved parents who always support me and raise me up when i am down. My lovely advisors Mr. Welly and Mrs. Eli Yeny who always guide me in writing this final report pproject. All my beloved best friends who always motivate and support me to finish my final report. All of my classmates at 6 BB Class in English Department of State Polytechnic of Sriwijaya.

Sri Yulia Rahmi

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