RIONALDI. Analysis Of selection Location and Sea Port Development Strategic Management In The Province Riau. Guided by LUKY ADRIANTO AND ARIO DAMAR.

Ports in activity has an important and strategic role for the growth of industry and commerce as well as a business segment that can contribute to development. This is a consequence of the management of the business segments of the port so that the operation can be done effectively, efficiently and professionally so that the service port to be smooth, safe, and fast at reasonable costs. As an archipelago, the port is very vital role in the Indonesian economy in general and in particular Riau Province. Port becomes the most important means for connecting the islands and between countries. However, ironically, the condition of the port in Riau is very alarming. Almost all ports in Riau currently outdated coupled with the construction of a bridge that crosses the Siak river flow resulting in ships that have a height of over 17 meters can not cross the Siak river channel. Consequently all larger vessels loading and unloading activities to Dumai fueling vessel waiting time at the port of Dumai. The development has been very important port in Riau Province. From the sea port in Riau Province only three ports are feasible to be developed in terms of technical criteria, economic criteria, and environmental criteria that Dumai port, the port of Tanjung Buton, and the harbor Tembilahan.

The purpose of this research were to determine the priority of the port location will be expanded by using MCDM with SMART technique then formulate a strategy to port locations selected using the TOWS analysis and use matrix QSPM to establish strategic priorities.

This study uses primary and secondary data. Where the primary data with survey methods, a method that aims to ask respondents. Several approaches will be carried out in this research is to guide the discussion and interview questionnaires and direct observation of activities in Dumai port, the port of Tanjung Buton, Tembilahan port. Secondary data will be collected based on relevant sources such as the results of previous studies, the results of the literature study, a variety of policies and legislation, reports and documents related to various research institutions.

The results of this study indicate that the choice of location by using SMART analysis showed the technical criteria have further 0401 economic criteria weights with weights 0304, and final environmental criteria with a weight of 0295. The end result of processing the data using the SMART technique Decision scores indicate priority port location with the highest score is the port of Tanjung Buton with 0913 values, the next is the value of Dumai port 0867, and the last is the port Tembilahan with value 0.7. Having obtained priority port location will be developed later the port formulated strategies using TOWS analysis. TOWS analysis results obtained from the four kinds of strategies that optimize the port area, to improve services in order to have competitiveness, improvement and enhancement of management information systems, develop human resources recruitment and training programs. Having formulated the
strategy with the TOWS analysis will then be selected by using the strategic priorities QSPM analysis. QSPM analysis results indicate that the fourth strategy has Total Attractiveness Score almost the same so it is difficult to choose or determine the best strategy among the four strategies. Therefore, the four strategies can be combined and developed together.

Keywords: QSPM Analysis, SMART Analysis, TOWS Analysis.