SUMMARY

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The unity of Indonesia republic is an archipelago, where the condition of both sea domestic transport facilities and infrastructure of shipping safety until now is unable to support the orderliness of sea transport in the country. Harbour master as penetration of security and navigation, its duty to give preliminary examinations of the ship accident, admiralty court has a power to conduct further investigation ship accident related to the frequency of accidents of Indonesian seas, for that the admiralty court is required to create a strategic planning in doing their duties.

This research will identify internal and external factors admiralty court by using EFI (Evaluation Factor Internal) and EFE (Evaluation Factor External) matrix, then SWOT (Strength, Weakness, Opportunities, Threats) matrix is to generate alternative strategies by using QSPM (Quantitative Strategic Planning Matrix) matrix to assign priorities to be taken by the admiralty court.

The result shows three highest strategic priorities that has to be taken of the admiralty court. They’re : 1. To carry out the role and functions of the admiralty court, ship wreck where further investigation conducted by the harbour master boat accident, as long as there initial allegation of an error (omission) made by the master; 2. To give an honor allowance (a special employment benefit) especially for the member of the trial admiralty court who handle further investigation ship accident; 3. To increase the role of member admiralty court related on each field of experts, for the sake of further investigation of ship accident.

Keywords: admiralty court, evaluation factor internal and external matrix, qspm (quantitative strategic planning matrix), strategic planning, swot (strengths, weaknesses, opportunities, threats) matrix.