ANALYSIS OF REGIONAL ASSETS MANAGEMENT AT THE AGRICULTURAL AND FORESTRY SERVICES DKI JAKARTA PROVINCE

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The aims of this study are: a) to identify the strengths, weaknesses, opportunities and threats (SWOT) existing at the Agricultural and Forestry Services for regional asset management, b) to determine the alternative strategies to use in applying each regional asset management policy, c) to formulate the appropriate strategy for regional asset management as the object to increase the regional original income.

- The SWOT analysis was used to compare and contrast the internal factors in the form of strengths and weaknesses and the external factors in form of opportunities and threats. From the results of SWOT analysis, an Analytical Hierarchy Process (AHP) analysis was conducted to determine the alternative strategies based on priority scale.

From the AHP analysis, the factors influencing the regional asset management, from the first to the last priorities based on the optimization benefit, were, respectively: the increase of Regional Original Income, the lessening of fixed cost, the improvement of regional economy, the opening of business opportunities, the participation of private sectors, the opening of employment opportunities, and the development of environment. Meanwhile, based on the optimization cost, the factors were: the regional asset information system, the marketing technique, the overlapping of government role, the lessening of regional asset, the contract monitoring, the investment risk, and the change of environment.

The actors influencing the regional asset management were as follows: Services Unit, Regional-owned Company, Technical Institutions (Agency for Capital Investment and Efficient Use of Regional Business Opportunities) and Regional Secretary.

The alternative strategies prioritized for regional asset management were: 1. the improvement of facilitas and infrastructures, 2. the improvement of partnership with private sectors, 3. the improvement of regional asset marketing technique, 4. the improvement and development of Human Resource quality.