SUMMARY

MICHAEL JOURDAN. Development Strategy of Dry Port Business of Cikarang Dry Port. Supervised by LUKMAN MOHAMMAD BAGA and HARIANTO.

Export and import activities are the most important part of economic activity in Indonesia. These needs need to be supported by good infrastructure especially the port. So that logistics activities can run well. However, the main port that sustains export and import activities, especially in Jabodetabek, which is Tanjung Priok Port, is inseparable from problems. For example, high dwelling time and congestion logistic problems are very dense which will disrupt logistics activities.

Cikarang Dry Port (CDP) as the only Dry Port owned by a private company in Indonesia should be able to support export and import activities and supply chains, especially in the Greater Jakarta and Cikarang areas. There is a need to develop appropriate business development strategies to maximize resources and optimize opportunities from the Cikarang Dry Port business environment. This study aims are: (1) Analyzing the company’s current performance; (2) Identifying the influence of internal and external factors that affect the development of the Cikarang Dry Port business; (3) Formulating business development strategies and creating Cikarang Dry Port strategy architecture.

The method used in this study is descriptive analysis and the method used for selecting respondents is purposive sampling. Data analysis techniques used in this study are the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) Matrix which functioned as an analysis tool for the internal and external environment of the company. To formulate alternatives and make a strategy implementation plan, this study used the SWOT Matrix and the Strategy Architecture analysis.

The SWOT Matrix resulted 13 alternative strategies for the development of the Cikarang Dry Port business, which are: (a) developing smart device-based E-DO, E-Billing and E-Tracking support applications, (b) accelerating and simplifying the process of customer documents, (c) preparing supporting facilities for Indry Waterways, (d) optimizing its own electricity generation and packaging at Dry Port, (e) encouraging the acceleration of the landing and unloading process from Tanjung Priok Port with the logistics train lane, (f) increasing the logistics train capacity from Tanjung Priok Port to Cikarang Dry Port, (g) regulating regulations related to minimize dwelling times, (h) delivering and loading and unloading processes, (i) providing convenience to exporters, making master plans related to Cikarang Dry Port, (j) frequent socializing related to Dry Port, (k) coming personally to customers outside Jababeka Industrial Estate, (l) conducting large-scale promotions inside and outside Cikarang, (m) doing promotions to PPJK and truck service providers outside Cikarang to operate in Cikarang Dry Port.

Based on the analysis of the Strategy Architecture, which produced stages of the sequence of strategies over the next 4 years, targets to be achieved in this time frame are (1) Utilizing of loading and unloading services up to 400 000 TEUs; (2) Increasing income by 50% in 4 years; (3) Opening the branch Dry
Port elsewhere. The implementation of the Cikarang Dry Port Strategy Architecture begins with developing an E-DO, E-Billing and E-Tracking support application based on smart devices to create a master plan on Dry Port. The design of the strategic architecture is expected to bring Cikarang Dry Port to achieve the target set.

Keywords: dry port, external factor evaluation, internal factor evaluation, strategic architecture, swot matrix.