

STRATEGY ANALYSIS OF GUIDING TIME WAITING TIME AT THE BRIDGE OF MAHAKAM SAMARINDA USING THE SWOT METHOD

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Abstract

Ship classification is the activity of ships passing under the bridge with a narrow route on the Mahakam River channel, namely from downstream to upstream. To be able to do this activity, the ship must use a scouting service. The scouting service officer helps by providing information about river flows and providing navigational directions for the cruise. The position under the bridge, including the narrow lane route that is prone to accidents. So that the ship that passes, must be guided by a scouting service. This is done in order to maintain the safety of shipping on the Mahakam River channel crossing. However, in its implementation, there was a queue of ships that made passing ships hampered their journey. Guidance services need a solution, what are the strategies that can minimize the occurrence of waiting times. The SWOT method is used in the strategy analysis of the waiting time for pilotage services at the Samarinda Mahakam bridge. Suggested strategies to solve problems are 1) Product development: Improving the quality of facilities and service standards for classification services; 2) Forward Integration: Integrate with users, through partner cooperation so that existing weaknesses can be covered; 3) Backward integration: integrating with suppliers to be able to provide less complete ropes, to be rented out to service users; 4) Related diversification: creating a subsidiary engaged in sand suction vessels or providing guide equipment, so that it can be more controlled.

Keywords :

Scout ship, Mahakam River, Strategy