

EFEKTIVITAS PROGRAM TOL LAUT TERHADAP PENGIRIMAN LOGISTIK DAN DISPARITAS HARGA DI WILAYAH PROVINSI SULAWESI TENGGARA MENGGUNAKAN METODE AHP

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui kendala dan dampak pelaksanaan program tol laut dalam memasok ketersediaan logistik di wilayah Provinsi Sulawesi Tenggara. Kajian ini dimaksudkan untuk menganalisa strategi yang efektif terhadap pengiriman logistik menggunakan metode *Analytical hierarchy process (AHP)* dengan menganalisa faktor dan subfaktor prioritas utama program tol laut berdasarkan data primer dan data sekunder. Hasil penelitian menunjukkan bahwa konsistensi pemerintah dalam kebijakan dan penentuan rute pelabuhan singgah kapal tol laut mengakibatkan ketidakseimbangan pergerakan barang dalam mencapai pemerataan muatan balik, sehingga kegiatan muatan balik komoditi atau hasil bumi dan kelautan daerah masih menggunakan pelayaran ekspedisi, serta sosialisasi terhadap masyarakat belum maksimal untuk memanfaatkan program tol laut. Dari hasil analisis diperoleh kesimpulan bahwa program tol laut terhadap manfaat sangat efektif dengan bobot 0,287823083. Strategi yang harus diutamakan dalam penunjang efektivitas adalah faktor biaya dan faktor rute dengan subfaktor; subsidi kontainer, biaya handling, frekuensi pelayaran, dan waktutempuh pelayaran. Selain itu faktor regulasi perlu mendapat perhatian karena variabel perangkingan menunjukkan nilai terendah dengan bobot 0,135502974. Disparitas kebutuhan pokok dan barang penting antara daerah asal pelabuhan Makassar dan kota Raha sebagai pelabuhan singgah rute T-7 tertinggi mencapai 67%, dalam pelaksanaan program tol laut terdapat penurunan harga kebutuhan pokok dan barang penting sebesar 1% - 30%.

Kata kunci: Efektivitas, Tol Laut, AHP, Logistik, Disparitas

EFFECTIVENESS OF SEA TOLL PROGRAM ON LOGISTIC DELIVERY AND PRICE DISPARITY IN THE PROVINCE OF SOUTHEAST SULAWESI USING AHP METHOD

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ABSTRACT

This study aims to determine the constraints and impacts of implementing the sea highway program in supplying logistics availability in the Southeast Sulawesi Province. This study is intended to analyze an effective strategy for logistics delivery using the Analytical Hierarchy Process (AHP) method by analyzing the main priority factors and sub-factors of the marine highway program based on primary and secondary data. The results showed that the government's consistency in policy and determination of sea toll transit port routes resulted in an imbalance in the movement of goods in achieving equal distribution of return cargo, so that the return cargo activities for commodities or regional agricultural and marine products still used expeditionary shipping, and socialization to the community was not maximized to take advantage of marine highway program. From the results of the analysis, it is concluded that the sea highway program for benefits is very effective with a weight of 0.287823083. Strategies that must be prioritized in supporting effectiveness are cost factors and route factors with subfactors; container subsidies, handling fees, shipping frequency, and shipping time. In addition, regulatory factors need attention because the ranking variable shows the lowest value with a weight of 0.135502974. The disparity of basic needs and essential goods between the port of origin of Makassar and the city of Raha as a stopover port for the T-7 route was the highest at 67%, in the implementation of the sea toll program there was a decrease in the price of basic needs and essential goods by 1% - 30%.

Keywords: *Effectiveness, Sea Toll Road, AHP, Logistics, Disparity*