

## Perumusan strategi program diversifikasi energi dari bahan bakar Minyak ke bahan bakar Gas di Provinsi Jawa Barat dengan pendekatan analisa SWOT kuantitatif (studi kasus : Depok, Cibinong, Bogor, Bekasi)

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### Abstrak

Untuk mensukseskan pelaksanaan program diversifikasi energi dari bahan bakar minyak ke bahan bakar gas diperlukan perumusan strategi yang tepat oleh Pemerintah. Tujuan penelitian ini adalah merumuskan strategi implementasi program tersebut di empat kabupaten/kota di provinsi Jawa Barat dengan pendekatan analisis SWOT Kuantitatif (Chang, H.H., Huang, W.C.,2006) yang dapat menghasilkan analisis SWOT pada beberapa wilayah secara bersamaan. Setelah mengidentifikasi faktor internal dan eksternal, diperoleh hasil analisis bahwa Depok dan Bekasi berada di Kuadran I, strategi yang disarankan SO (Strength-Opportunity); Cibinong berada di Kuadran III, strategi yang disarankan WT (Weakness-Threatment) dan Kota Bogor berada di Kuadran IV, strategi yang disarankan ST (Strength-Threatment).

.....To make a success implementation of the Energy Diversification Program From Fuel Oil to Gas Fuel, it is necessary to formulate an appropriate strategies by the Government. The purpose of this research is to formulate strategy implementation of the mentioned programme in four city/regency at West Java Province with the SWOT Analysis Quantitative approach (Chang, H.H., Huang, W.C.,2006) which can produce a SWOT analysis in some regions simultaneously. The analysis result that obtained after identifying the internal and external factors shows that Depok and Bekasi located in the quadrant I, strategies suggested is SO (Strength-Opportunity); Cibinong located in the quadrant III, strategies suggested is WT (Weakness-Threatment) Strategy; and Bogor city is located in the quadrant IV, strategies suggested ST (Strength-Threatment) Strategy.