

# Studi Ekplorasi Determinan Daya Saing Industri Perkapalan Indonesia = The Exploration Study of Competitiveness Determinants in Indonesia's Shipbuilding Industry

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## Abstrak

[<b>ABSTRAK</b><br>

Indonesia merupakan negara kepulauan terbesar di dunia dimana lebih dari 2/3 wilayahnya merupakan perairan dan tersebar lebih dari 17.000 pulau sehingga kapal memegang peranan penting dalam meningkatkan konektivitas antar pulau dan pemanfaatan sumber daya maritim Indonesia. Kenyataannya transportasi laut di Indonesia masih memprihatinkan, industri perkapalan Indonesia saat ini yang hanya memiliki market share kecil sekali, baik di dunia maupun di pasar domestik itu sendiri. Oleh karena itu tujuan dari penelitian ini untuk mengetahui determinan daya saing industri perkapalan Indonesia, dimana saja kelemahannya dan mencari alternatif kebijakan untuk menaikkan daya saing industri perkapalan Indonesia. Penelitian ini merupakan studi eksplorasi yang bersifat kualitatif dan menggunakan data primer berupa wawancara mendalam dan data sekunder yang disajikan secara deskriptif dengan mengacu kepada Model Berlian Porter dan analisis SWOT. Hasil penelitian menunjukkan bahwa sebenarnya industri perkapalan kita mampu dan berpotensi besar untuk dikembangkan dan berdaya saing. Penelitian ini juga mengungkapkan ancaman/hambatan yang harus di segera diatasi sehingga dapat menaikkan kekuatan dan meminimalkan kelemahan industri perkapalan Indonesia.

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<b>ABSTRACT</b><br>

Indonesia is the largest archipelago in the world which more than 2/3 of the area is water and spread over 17,000 islands makes vessels play an important role in improving connectivity between the island and the Indonesian maritime resource utilization. In fact marine transportation in Indonesia is still cause for concern, supported by the Indonesian shipbuilding industry conditions today were just grabbing market share of small, both in the world and in the domestic market itself. The purpose of the study is to examine the determinants of competitiveness of Indonesian shipbuilding industry, anywhere weaknesses and seek alternative policies to increase the competitiveness of the shipbuilding industry in Indonesia. This research is qualitative descriptive purposes and uses both primary data form of in-depth interviews and secondary data. The results showed that in fact the shipping industry we are able to and has great potential for development and competitiveness be seen from the analysis of Porter's Diamond Model and SWOT Analysis. However, many threats/barriers that must be addressed immediately to increase the strength and minimize the weaknesses of the Indonesian shipbuilding industry., Indonesia is the largest archipelago in the world which more than 2/3 of the area is water and spread over 17,000 islands makes vessels play an important role in improving connectivity between the island and the Indonesian maritime resource utilization. In fact marine transportation in Indonesia is still cause for concern, supported by the Indonesian shipbuilding industry conditions today were just grabbing market share of small, both in the world and in the domestic market itself. The purpose of the study is to examine the determinants of competitiveness of Indonesian shipbuilding industry, anywhere weaknesses and seek alternative policies to increase the competitiveness of

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