

## Opportunities for Sea Toll for the Maritime Industry

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**Abstract.** Sea Toll is a shipping lane which will connect one port with another which is located in Indonesia more specifically, is a lane that connects one island to another. The cruise lines that will be traversed by large-sized ships are not small motorboats that have been serving inter-island connectivity. The existence of large vessels is expected to be able to increase human activities, and goods in regions or provinces that require sea transportation modes as the primary mode of transportation will increase. This increase will undoubtedly be accompanied by an emphasis on transportation and logistics costs so that eventually it will be able to increase the activities of small traders so that it can further increase sales profits from the impact of the sea toll. Inter-island or provincial connectivity will certainly reduce the scarcity of commodities that have been experienced by certain islands or provinces. If the scarcity of this commodity is successfully reduced then commodity prices will certainly decrease. The decline in prices of certain commodities will certainly make equitable development easy to achieve, which will ultimately improve people's welfare. On the other hand, the ease of connectivity will contain islands that have been left behind by their development so far, so that people living on the island will improve their welfare. This paper seeks to analyze and at the same time, try to answer the problems of the State of Indonesia, which has a considerable potential of marine wealth that can be used for people's welfare. Only, this potential has not been accompanied by the readiness of competent human resources (HR) to empower the maritime sector. The 2010 population census data states, the population of Indonesia is 237,556,363 people. Of these, only 2,313,006 people are involved in the maritime field. The territory of Indonesia alone is 2/3 of the sea, so it is very necessary to be maintained and appropriately managed. For this reason, more maritime sector players are needed to manage Indonesia's marine potential. It is ironic as a maritime country, but only 1% of those involved in the maritime sector. Sustainable maritime development will not be achieved without a maritime culture. For this reason, a strategy is needed to develop the nation's maritime culture, namely the ideal culture to adapt to the character of the sea.

**Keywords:** Sea Toll, Connectivity, Development Equity, Human Resources, Maritime Industry.

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## 1. INTRODUCTION

Indonesia is an archipelago, which is often called the largest maritime country in the world. Indonesia consists of 17,508 islands scattered around the Equator, which extends from Sabang, which is located at the far west to Jayapura, which is located at the far east. The territory of the archipelago of Indonesia reaches around 8 million square kilometers, the area of water / sea is about two thirds of the total area of Indonesia, the rest or one third is land area.

The waters / sea area is the largest part of the total area of Indonesia, meaning the waters / sea, marine development, or maritime development has a very important role seen from several reasons, namely:

- Sea transportation has a very important function as a connecting factor for various economic activities and inter-island development, around 75 percent of the total cargo of goods transported using sea transportation mode
- Indonesia has a wealth of potential marine resources that are very potential, namely marine fisheries resources, mining resources under the sea floor, cultivation of marine resources, marine agricultural resources, marine tourism resources, which have not been optimally utilized and managed.

The Sea Toll is not a Toll road above the sea, but a shipping lane which will connect one port with another in all of Indonesia more specifically, is a route that connects one another to another. The cruise lines that will be traversed by large-sized ships are not small motorboats that have been serving inter-island connectivity which requires sea transportation modes as the main mode of transportation. Small motorboats whose level of safety is inadequate and the price of service is quite high.

These ships are expected to be able to replace the ones that have served inter-island connectivity. The existence of large vessels is expected to be able to increase human activities and goods in regions or provinces that require sea transportation modes as the main mode of transportation will increase. This increase will certainly be accompanied by an emphasis on transportation and logistics costs so that eventually it will be able to increase the activities of small traders, so that in the end traders can further increase sales profits from the impact of the sea toll.

Inter-island or provincial connectivity will certainly reduce the scarcity of commodities that have been experienced by certain islands or provinces. If the scarcity of this commodity is successfully reduced then commodity prices will certainly decrease. The decline in prices of certain commodities will certainly make equitable development easy to achieve which will ultimately improve people's welfare. On the other hand, the ease of connectivity will contain islands that have

been left behind by their development so far, so that people living on the island will improve their welfare.

With the existence of the Sea Toll Road, it is the creation of shipping lanes that can connect the westernmost island of Indonesia to the island of Indonesia. For this reason, large quantities of ships are needed in large numbers and also new ports that can accommodate the existence of these vessels. On the other hand, qualified experts are also needed to be able to operate these vessels and also new and built ports. Not only that. Sea highway requires supporting infrastructure, especially supporting infrastructure for the port's existence. This infrastructure is needed to support the port's ability to handle loading and unloading of goods entering and leaving ports other than human traffic using the port. With the existence of the Sea Toll Road, it will be effective in reducing the selling price of goods on the islands through the Sea Toll Route if the loading and unloading capacity at the port is unreliable, especially when loading and dwelling time is still problematic.

In addition to the Dwelling Time problem, building the Port is not just about building a port but he wants the Port to be built to have access roads that connect the port with markets or industrial centers. If this is not available then the Port is of no use at all because the goods that have been dismantled will be difficult to transport to industrial centers or even to the markets that are used for the goods.

Based on the problems described above, this study seeks to analyze and try to answer the Sea Toll Opportunity Issues for the Maritime Industry with the aim of:

1. To find out the Opportunities for Sea Toll for the Maritime Industry
2. To find out the cause of the lack of Maritime human resources

## **2. METHODOLOGY**

### **1. SWOT Analysis**

According to David (Ibid: 288) the understanding of SWOT analysis is as follows:

The SWOT matrix is an important matching tool that helps managers develop four types of strategies: Strengths-Opportunities, WO (Weaknesses-Opportunities) strategies, Strengths-Threats strategies, and Weaknesses-Threats strategies.

According to Rangkuti (Ibid: 18-19),

SWOT Analysis is the identification of various factors systematically to formulate a company's strategy. Analysis is based on logic that can maximize strengths and opportunities (Opportunities), but can simultaneously minimize weaknesses (Weaknesses) and threats (Threats).

2. Factors - External factors and internal factors

David (Ibid: 118) further explains that opportunities and external threats refer to economic, social, cultural, demographic, environmental, and legal, events and trends in politics, government, technology, and competition that can benefit or harm an organization. Where the opportunities and threats are partly beyond the control of an organization.

David (Ibid: 174) also explains that internal strengths and weaknesses are all activities in the control of an organization that can be done very well or badly. These strengths and weaknesses are in management, marketing, finance / accounting, production / operations, research and development, and management information systems in each company.

3. How to make a SWOT analysis

According to Rangkuti (Ibid: 19-22), "company performance can be determined by a combination of internal and external factors. Both company factors must be considered in a SWOT analysis". SWOT stands for Internal Strengths and Weaknesses as well as external environments Opportunities and Threats faced in the business world. The SWOT analysis compares between Opportunities and Threats with internal factors Strengths and Weaknesses.

4. **RESULT**

- ❖ The sea highway requires Maritime human resources or seafarers who can make the program successful. Not only is success in doing business using the sea highway but work safety is also important to note. One that supports productivity in any sector of activities including sea highway activities is work safety.
- ❖ Maritime Resources Still Lack of Country Indonesia has a large potential of marine wealth that can be used for people's welfare. Only, this potential has not been accompanied by the readiness of competent human resources to empower the maritime sector
- ❖ The 2010 population census data stated that there were 237,556,363 people in Indonesia. Of these, only 2,313,006 people are involved in the maritime field. "Or only 1% of the total population is active in the maritime field. This is far proportional to the sea area of 74.26% of the total area of Indonesia
- ❖ the cause of the lack of human resources in the maritime sector is that there is a paradigm that the seafaring profession is a difficult field. That is, there are many challenges to working at sea. "That is an obstacle for people who are reluctant to work in the maritime field. maritime potential is the lifeblood of the people who live in an area where the sea is larger than the land.

## 5. CONCLUSION

From the above description it can be concluded :

- ❖ The territory of Indonesia alone is 2/3 of the sea, so it is very necessary to be maintained and managed properly. "For this reason, more maritime sector players are needed to manage Indonesia's marine potential." Ironically, it is a maritime country, but only 1% of those involved in the maritime sector. Sustainable maritime development will not be achieved without a maritime culture. For this reason, a strategy is needed to develop the nation's maritime culture, namely the ideal culture to adapt to the character of the sea.

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