ABSTRACT

This research is based on the executive summary of PDAM problem mapping in Indonesia from Persatuan Perusahaan Air Minum Seluruh Indonesia (PERPAMSI) in 2010. From the report known that Lahat PDAM Tirta Lematang, Lahat regency categorized as incapable Water Supply Enterprise (PDAM). The condition of fresh water supply system of PDAM Tirta Lematang faces some problems either technically, financially or in organization. The problem are, 36% water lost exceeds from standard of 20% minimum water lost and the other problem is PDAM always losses in finance. Therefore, this research is aimed to find the proper strategy to optimalize the productivity of PDAM Tirta Lematang viewed from technical aspect, financial aspect and management aspect to heal Water Supply Enterprise (PDAM) from its incapability.

This research uses two methods; survey and case study. The data obtained from observation, questionnaire and interview. The obtained data is conducted by using the standard of productivity that refers to BPP SPAM 2010 and Keputusan Menteri dalam Negeri No.47 th 1999 about Pedoman Penilaian Kinerja PDAM, then is formulated in the planning of improvement performance strategy of PDAM Tirta Lematang using SWOT analysis.

The result of the productivity achievement of PDAM 2009 based on Kepmenagri No.47, 1999 is 37,62 is categorized as "poor". The assessment of PDAM Tirta Lematang Healthy using Pedoman Penilaian Kinerja BPP SPAM 2010 gets 2,06 and is categorized “incapable/sick”. SWOT analyzing achieves turn around strategy that is focused on minimalizing internal problems to take the good chance. By matrix SWOT, five strategies are obtained; 1) Rehabilitating quality, quantity and continuity, optimalizing product capacity, and minimizing water leaks to improve the service; 2) Improving the skill and professionalism of the employee; 3) Setting the organization planning as well as possible (business plan or corporate plan) to improve the productivity of PDAM; 4) Minimizing operational cost to increase the income with fitting the fixed price; 5) Lessening the debt using PDAM debt payment program.

Keyword : PDAM, strategic, performance, SWOT analysis, turn around
HALAMAN INI SENGAJA DIKOSONGKAN