MANAGEMENT STRATEGY OF DELTA TIRTA WATER SUPPLY ENTERPRISES FOR INCREASING WATER SUPPLY SERVICE COVERAGE

By: Devi Andriany
Student Identity Number: 3111 207 825
Supervisor: Prof. Ir. Joni Hermana, MScES, PhD.
Co-supervisor: I.D.A.A. Warmadewanthi, ST, MT, PhD.

ABSTRACT

The main problem of the Water Supply Enterprises (PDAM) Delta Tirta is low service coverage of water supply, coverage 27.66% by 2012 with 104,863 customers. Regarding to the Millennium Development Goals (MDGs) the coverage should be 65% by 2015. In this research, low service coverage of water supply has been analyzed and management strategy has been codified to improve the coverage.

The method used in this research is descriptive method on approach of a case study through observation, interviews, and questionnaires. Technical analysis of drinking water pipe using WaterCAD version8, while strategy formulation using SWOT analysis (strengths, weaknesses, opportunities, and threats) and QSPM (Quantitive Strategic Planning Matrix).

Strategy needed is Turn Around Strategy, involved strategy to increase Tawangsari System asset performance and existing Water Treatment Plant (WTP) asset utilization. In order to achieve 54.14% coverage by 2024 PDAM will require to build plants in sequence for Tawangsari 2 capacity of 800 lps and Krian 3 capacity of 1650 lps. PDAM also require employee and management competence increasing and innovation of investment by Public Private Partnership or bank loan.

Keywords: Management, Service Coverage of Water Supply, Strategy, SWOT Analysis
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