DESIGNED STUDY OF SHIP YARD INDUSTRIES CLUSTER
BASE ON MARKET ANALYSIS (STUDY CASE IN TANJUNG API-API, SOUTH SUMATERA PROVINCE)

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ABSTRACT

The designed model of ship industries cluster based on market reviewed is a model which used for choosing a suit location and the type of ship industries cluster based on market needed. This model was implemented in Tanjung Api-Api area that will be build a Large International Harbour with full infrastructure and consisted industries area. This research did in Tanjung Api-Api because there is no a area in South Sumatera Province that can do repair services and building in new ship at the same area which backed up by supportted industries. The other reason are the increasing of ship quantity sailing to this province and sea transportation commodities rise day by day

This designed study is proposed to devolop a model of ship industries cluster and some points which become the market analysis in planning a ship industries cluster. The results of this implementation model in Tanjung Api-Api which spred the questionnaires to experts were the choosing of suit location A (at edge of Tanjung Api-API) which the prioritied value was 37,5% and choosing the type of shipyard industries cluster that consisted the combined shipyards and supported by main core industries ( the prioritied value is 48,9%)

Keywords: Fuzzy Analytic Network Process, Super Decision, cluster industries.