ECONOMICAL OBSERVATION TO CHANGE FUNCTION THE FERRY CROSSING SURABAYA-MADURA TO SHIP TOURISM

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Abstract

Indonesia is a maritime country with luas sea 2 / 3 of the entire archipelago region. Indonesia has the potential of marine tourism sector is very potential, especially in the east Java region, but maritime tourism is not ideal because of the lack of transportation and accommodation facilities are adequate.

State companies that manage marine transportation in Indonesia called PT. ASDP. Transportation and accommodation facilities owned by PT. ASDP is many types one of which is the ship or a ferry crossing. But the current view regarding the operation of the bridge has been Suramadu existence as a ferry boat crossing is no longer Surabaya major Madura.

Therefore, there is one idea for change function the ferry crossing Surabaya to Madura ship tourism. The route of this tour is the ship around the bridge Suramadu capital in view because of the landscape around the bridge Suramadu interesting to enjoy. Overall concept of the economic review is redesain cost ferry boat into the ship tourism. These costs include the cost of steel
plate for building up, the cost material glass, wood materials, equipment costs and labor costs. And profits calculation also ferry boat before and after redesain. Including the calculation of economic value which includes the calculation of Net Present Value or the value of investments. Internal Rate of Return is calculated rates of return and calculate Payback Period of repayment.

From the results of calculations and planning of the importance of the operational costs before redesain Rp 27,420,434.00 and operational costs of redesain after Rp 97,019,200.00. So there are additional operational costs Rp 69,598,766.00. Income before redesain Rp 209,195,155.00 and Income after redesain Rp 210,000,000.00 So there is an additional income of Rp 804,845.00. So much difference between net income before and after the ship in redesain Rp 68,793,321.00

Ferry boat crossing Redesain Surabaya-Madura into tourism board can not be carried out or not feasible given the cost of greater operational and income similar to ferry boat crossing.

**Keywords:** Transport, PT ASDP, Suramadu, transfer functions.