ABSTRACT

Traditional shipping is a type of shipping in Indonesia using traditional ships and run using family based. The ships can reach area that cannot be serve by conventional ships.

The intention of this final project is to formulate a business model of traditional shipping, starting from management of ships in port and the management of cargo from port of origin to port of destination. The model is developed based on conventional shipping practice.

The results show that long berthing time caused by uncertainty of the cargo to be transported are the main problem in traditional shipping. It is then proposed to use a warehouse as cargo consolidation site. The use of warehouse for KLM Berkat Usaha would increase cargo handling cost at a level of 42% from sharing cost. However, this could give 2 (two) additional trips. For KLM Surya Indah, it would increase cargo handling cost at a level of 55% from voyage cost and could give 1 (one) additional trip. Sharing profit system is suitable for ship that has low annual frequent trips.

Keywords: traditional shipping, port operation, shipping business model.