

Studi pengembangan pelabuhan prikanan Nusantara Prigi Kabupaten Trenggalek dengan menggunakan metode SWOT (Strenghts Weakness Opportunity Threats) dan QSPM (Quatiative Strategic Planning Matrix)

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=131671&lokasi=lokal>

Abstrak

Port development pattern that is expected to be a fishing port can enhance economic growth and community of fisherman in the port development area. The purpose of this study is to analyze the internal and external factors., as well as referrals to formulate the development planning strategies in PPN Prigi. Research method used is descriptive analytical, using the strangths weakness Opportunity threats (SWOT) analysis of Quantitative Strategic Planning matrix (QSPM). The result of this study indicate that the internal factors are greater than the influence of external factors in the development of PPN Prigi. As for the development of PPN Prigi support an aggresive growth policy (Oriented Growth Strategy). QSPM obtained from the analysis that the institution takes precedence in the development compared with the alternative implementation of integrated policy strategy.