

MANAGEMENT OF SEA TRANSPORTATION IN WAKATOBI REGENCY

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ABSTRACT

This study aims to analyze the application of management function of sea transportation at Wakatobi regency, calculating the movement of sea transportation and the transport fleets need for sea transportation and design a strategy for managing sea transportation in Wakatobi Regency. The type of research used in this paper is a mixed methods approach (mixed).

The results of the study concluded that a) the implementation of management functions sea transportation in Wakatobi Regency has been going well, b) the number of inter-island sea transport passengers in Wakatobi Regency and out of Wakatobi has increased from year to year so that additional sea transport fleets and departure frequencies are needed in anticipating increasingly significant demand for sea transportation and c) strategies that must be carried out by relevant agencies in managing sea transportation nodes in Wakatobi Regency are, encouraging the licensing regulations that are more effective and efficient as a legal basis to attract investors who are already willing to invest their capital in the development of sea transportation in Wakatobi Regency, encouraging an increase in the number of sea transportation fleets to anticipate the number of sea transportation passengers, making a healthy business climate for potential investors so that they are able to attract interest in investing their capital in the sea transportation sector in Wakatobi Regency, coordination and synergy between stakeholders is needed in developing the sea transportation sector in Wakatobi Regency to be more optimal and improving the quality of transportation human resources supporting the development of the sea transportation sector.

KEYWORDS: *Management, Sea Transportation, SWOT Analysis*

Article History

Received: 20 Jun 2022 | Revised: 22 Jun 2022 | Accepted: 24 Jun 2022
