

IMPLEMENTASI STRATEGI PELAYANAN UNTUK MENGATASI LONJAKAN PENUMPANG DAN KENDARAAN SELAMA LIBUR NASIONAL PADA KAPAL RORO PELABUHAN TANJUNG BUTON-BATAM

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ABSTRAK

Pelabuhan Penyeberangan Roro Tanjung Buton (Mengkapan) memiliki peran strategis dalam menghubungkan wilayah daratan Sumatera dengan Pulau Batam melalui Pelabuhan Telaga Punggur. Meningkatnya mobilitas masyarakat dan aktivitas ekonomi menyebabkan volume penumpang dan kendaraan pada lintasan ini mengalami peningkatan, terutama pada periode libur nasional. Penelitian ini bertujuan untuk mengetahui kondisi pelayanan kapal Roro, menganalisis lonjakan penumpang dan kendaraan berdasarkan data operasional, serta merumuskan strategi pelayanan yang dapat diterapkan untuk meningkatkan kualitas pelayanan pada lintasan Mengkapan–Telaga Punggur. Penelitian ini menggunakan metode deskriptif kualitatif. Data diperoleh melalui observasi, dokumentasi, dan data *Manifest* penumpang serta kendaraan kapal Roro lintasan Mengkapan–Telaga Punggur selama bulan April 2026. Analisis data dilakukan secara deskriptif melalui proses pengumpulan, pengolahan, penyajian, dan interpretasi data operasional. Hasil penelitian menunjukkan bahwa selama April 2026 terdapat 62 trip yang dilayani oleh tiga kapal, yaitu KMP Wira Loewisa, KMP Lome, dan KMP Tanjung Burang. Selama periode tersebut tercatat sebanyak 9.825 penumpang dan 2.403 kendaraan menggunakan jasa penyeberangan. Arus perjalanan dari Mengkapan menuju Telaga Punggur lebih tinggi dibandingkan arah sebaliknya, yang menunjukkan tingginya mobilitas masyarakat menuju Batam. Berdasarkan hasil analisis, strategi yang dapat diterapkan meliputi optimalisasi jadwal operasional kapal, pengaturan antrean kendaraan, optimalisasi kapasitas muat kapal, peningkatan pelayanan informasi, penguatan koordinasi antarpetugas, serta pemanfaatan data *Manifest* sebagai dasar perencanaan operasional. Penerapan strategi tersebut diharapkan mampu meningkatkan efektivitas pelayanan dan mengantisipasi lonjakan penumpang maupun kendaraan pada periode dengan permintaan tinggi.

Kata kunci: Strategi Pelayanan, Kapal Roro, Lonjakan Penumpang, Kendaraan, Pelabuhan Tanjung Buton

IMPLEMENTATION OF SERVICE STRATEGIES TO ADDRESS THE SURGE IN PASSENGERS AND VEHICLES DURING NATIONAL HOLIDAYS ON THE RORO SHIP AT TANJUNG BUTON-BATAM PORT

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ABSTRACT

The Tanjung Buton (Mengkapan) Roll-on/Roll-off (Roro) Ferry Port plays a strategic role in connecting the mainland of Sumatra with Batam Island through Telaga Punggur Port. The increasing mobility of people and economic activities has led to a significant rise in passenger and vehicle traffic on this route, particularly during national holiday periods. This study aims to examine the current condition of Roro ferry services, analyze the increase in passenger and vehicle traffic based on operational data, and formulate service strategies to improve service quality on the Mengkapan–Telaga Punggur route. This study employed a qualitative descriptive research method. Data were collected through observation, documentation, and passenger and vehicle Manifest records of Roro ferry operations on the Mengkapan–Telaga Punggur route during April 2026. Data analysis was conducted descriptively through the processes of data collection, processing, presentation, and interpretation of operational data. The results indicate that during April 2026, a total of 62 ferry trips were operated by three vessels, namely KMP Wira Loewisa, KMP Lome, and KMP Tanjung Burang. During this period, 9,825 passengers and 2,403 vehicles used the ferry service. Passenger and vehicle traffic from Mengkapan to Telaga Punggur was higher than in the opposite direction, indicating a greater mobility of people traveling to Batam. Based on the findings, several service improvement strategies are recommended, including optimizing ferry operating schedules, improving vehicle queue management, maximizing vessel loading capacity, enhancing passenger information services, strengthening coordination among operational personnel, and utilizing Manifest data as the basis for operational planning. The implementation of these strategies is expected to improve service effectiveness and anticipate increases in passenger and vehicle traffic during periods of high demand.

Keywords: *Service Strategy, Roro Ferry, Passenger Surge, Vehicles, Tanjung Buton Port*