

THE PROSPECTIVE KERTAJATI INTERNATIONAL AIRPORT (KJT) TO BECOME THE LOGISTICS HUB IN INDONESIA (2021)

Muhammad Raihan Himawan F¹, Bachita Nathaya F Luanlaka², Salahudin Rafi³,
Muhammad Rifni⁴

1, 2, 3, 4, Trisakti Institute of Transportation and Logistics Jakarta

✉ Corresponding author: himawanrehan17@gmail.com

Abstract: Developing Logistics Center in the West Java area plays an important role for the growth and development of the local economy and gives influence to mobile goods high volume flows in that area. The study examines PT West Java International Airport (PT BIJB) as the Logistics Center in Indonesia. This study aims to determine the potential of PT BIJB and the development efforts carried out to maximize the potential of PT BIJB. This development research adapted the qualitative descriptive analysis method and analyzed using SWOT analysis. The data used in the study were from the primary data after doing some observations and in-depth interviews, while the secondary data taken from the survey results, news, and several relevant journal sources related to the potential development of PT BIJB. The results of the study show that the prospective logistics center in Kertajati lead to a positive direction even though there had been airport closures and a drastic decline in the market of the aviation business as the result of COVID-19 pandemic since the beginning of 2020. The government's contribution also shows positive results in maximizing the potential of Kertajati International Airport (KJT) as the Logistics Center in Indonesia. Based on these results, the research conducted with more in-depth analysis of the potential empowerment of Kertajati International Airport (KJT) is considered necessary as part of the development of the aviation business in Indonesia.

Keywords: Prospective, Logistics Hub, Airport, Aviation, Masterplan, SWOT

Introduction

Transport and logistics services facilitate international trade and play an essential role in the growth and development of local economies. The quality and efficiency of logistics services can be a problem for international businesses because weak logistics infrastructure and operational processes can be a significant obstacle to global trade integration (Devlin and Yee, 2005). Logistics can determine the reciprocation of the economy of a country. Logistics can be said to be the lifeblood of a country's economy and the international marketing process with this critical role. Global companies have implemented various strategies to stay competitive in the world market. The emergence of logistics as an integrative activity, with the movement of raw materials from their source of supply to the production line and ending with the direction of finished goods to the customer, has become of great importance.

Indonesia, as part of ASEAN region and one of the members of the ASEAN Economic Community, has agreed that the total integration of logistics in the region in anticipation of free trade liberalization should be formulated in 2013 and thnational logistics performance should be maximized. Indonesia's logistics system currently does not have a unity of vision to support the increasing business competition and to increase the welfare of the people. Even the guidance and authority related logistics activities are still partial of the respective sectoral ministries or agencies and the existing coordination is not sufficient enough. One way to overcome is by establishing a logistics centre that functions as a place for collecting cargo from all industrial areas in the vicinity, followed by the construction of a nearby inumd port (Anggadinata, 2008). The logistics centre has several roles, namely: Container depot/container yard; Container freight station (CFS) for the import and export of goods, such as clearance points for imports and exports; Distribution centres for domestic and international, logistics hubs, and dry ports. Logistic centres contribute to national profits through reducing logistics costs (transportation costs, warehousing costs, enabling single-window services, fees, time), enabling multimodal transportation operations and increasing revenue (Wisetrangrot, 2009). Therefore, it is necessary to conduct a study to determine the proper and efficient logistics centre based on Indonesian conditions.

There is an intention of several logistics players working on cargo market between Java, Singapore and Batam to become the logistics centre through Kertajati Airport (KJT). PT Bandarudara Internasional Jawa Barat (PT BIJB) has been given the responsibility to develop and operate Kertajati International Airport (KJT) and Kertajati Aerocity as th new area directly connected to the airport. KJT has excellent potential because its vast areas reaches 70% of West Java cities and several cities in Central Java. In addition, KJT is also designated as one of the central points in the newly planned West Java industrial area, called THE METROPOLITAN REBANA and the Government's policy regarding the National Strategic Project (PSN) on supporting infrastructure. Regarding market conditions since the pandemic andIndonesian Government has implemented PPKM (Enforcement of Restrictions on Community Activities) policy in various cities and provinces to suppress the spread of Covid-19, the movement of air, land and sea transportation modes has been limited so that air cargo delivery in Indonesia is disrupted due to the limitation of passenger's scheduled flight.

There is a buildup of goods and a queue of cargo departures at Soekarno - Hatta Airport because the declining regular flight schedule is constrained. Therefore, there is a potential to make KJT as the logistics centre to reduce the potential risk of delays in cargo delivery when passing through Soekarno Hatta Airport (CGK) due to congestion on the land route from Cikampek, Bekasi, Karawang to CGK Airport.

Demographically, Kertajati Airport in Majalengka Regency is considered a meeting point and a strategic location as a centre for international air traffic and logistics at Muara Jati Port, Cirebon and Patimban. Some people find it easier and more comfortable to depart from KJT Airport compared to CGK Airport. With the state's efforts to increase industrialization, tourism, and logistics development in Indonesia's central and western regions, the timely use of KJT Airport equipped with high and adequate accessibility will further encourage West Java's economic growth through trade and investment.

Research Methods

The method used in this research was a descriptive qualitative analysis method and was analyzed using SWOT analysis. According to I Made Winartha (2006:155), the qualitative descriptive analysis method explores, describes, and summarises various conditions, situations from multiple data collected in the form of interviews or observations about the problem in the study that occurs in the field. Rangkuti (2013) revealed that SWOT analysis is a tool for systematically formulating strategies for various factors to formulate a plan from research. This analysis is based on the logic to maximize strengths and opportunities while simultaneously minimising weaknesses and threats. The study used primary and secondary data where preliminary data was taken from observations and in-depth interviews related to the potential of Kertajati airport to become the logistics centre in Indonesia. The primary data were taken from the master plan document from Kertajati International Airport and interviews with the President Director of PT West Java International Airport (BIJB). The secondary data were from surveys, news, and several journals related to the research..

Discussion and Result

West Java, as the location of Kertajati International Airport (KJT), is considered as one of the prospective aspects of this airport. West Java is one of the regions in

Indonesia that has a reasonably dense mobility rate. Based on Figure 1, which was taken from demographic data and the data of Indonesia economic growth in 2018, the percentage of change is relatively high compared to other countries in Southeast Asia. The magnitude of the economic growth rate in Indonesia is influenced mainly by the contribution of manufacturing industry activities, which are primarily centred in the West Java region, with the percentage of economic growth in this region reaching 60% of the total economic growth that occurred in Indonesia.

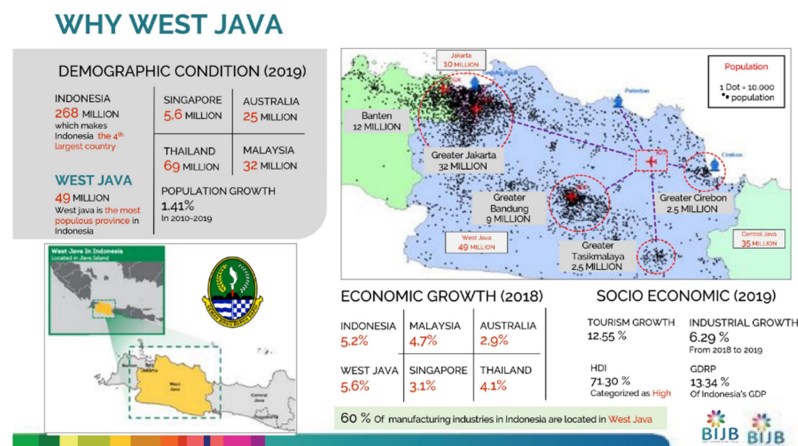


Figure 1 Demographic conditions, economic growth, and socioeconomic conditions in the West Java region.

West Java is increasingly strengthening its status as a Tourism Province and an industrial centre by showing tourism growth at a percentage rate of 12.55% and industry growth of 6.29%. Furthermore, Indonesia's Human Development Index (HDI) has continued to increase in recent years. The United Nations Development Program (UNDP) recorded Indonesia's HDI at 0.718. The score increased by 0.006 compared to the previous year. This figure puts it at a percentage of the HDI increase reaching 71.30% in 2019, and Gross Domestic Product (GDP) achieving 13.34% growth in the same year.

Meanwhile, the strategic location with several BIJB flight activities shows the potential of Kertajati International Airport (KJT) as the logistics centre in Indonesia. The data on Indonesia economic growth in 2018 shows a relatively high percentage of growth rates compared to other countries in Southeast Asia. The magnitude of the economic growth rate that occurs in Indonesia is influenced mainly by the contribution of manufacturing industry activities, which are primarily centred in the West Java

region, with the percentage of economic growth in this region reaching 60% of the total economic growth that occurred in Indonesia based on secondary master plan data.

Kertajati International Airport (KJT) is strategically located. The airport, built in Kertajati District in Majalengka Regency, is considered as a crossing point for various economic centres. Geographically, the land used for BIJB Kertajati is a former rice field with a land area of 1,800 hectares and Aero city with a land area of 3,480 hectares. It also consists of 2 runways, a passenger terminal area of 121,000 meters² and a cargo terminal area of 90,000 meters². Then the land of 3,000 x 60 m is used for 1 Dimensional Runway, Parking Area, 12 Contact Stands, and 10 Remote Stands.

Every year, Kertajati International Airport (KJT) could accommodate up to 5.6 million passengers with an Umrah room capacity of 350 seats and 700 waiting seats. This number is taken from 34 flights, 17 departures, and 17 arrivals in 2020 with 1,650 aircraft movements and 122,091 passenger movements and 98 hajj flight activities in 2021. As for the water catchment or what is called the catchment area, it turns out that Kertajati International Airport (KJT) has raised some cons from flood observers. The reason is that the existence of Kertajati International Airport (KJT) and Aerocity covering an area of 5,000 hectares will have an impact on increasing water discharge in the Cibuaya watershed (DAS) around Tukdana to West Indramayu which cause a great potential for flooding occur in this area.

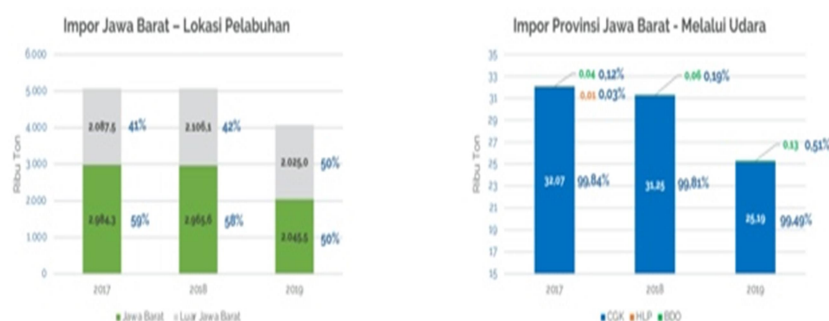


Figure 2 The potential of West Java cargo import based on location and Airport type (by air).

While the primary data was related to potential cargo in the West Java region based on the location and type of airport, was in Figure 2 with the result that most of West Java Province imports were sent through ports in West Java. The data was taken from 2017 to 2019, with the average significance of West Java Province sent to ports in West Java was 56%. The majority of imports from West Java Province sent by air were received

at Soekarno Hatta International Airport with an average of 99.71%. For the potential for West Java cargo export-import activities based on commodities, it is shown in Figure 3 with the result of the majority of exported items were commodities from the industrial sector with an average of 90.6%.

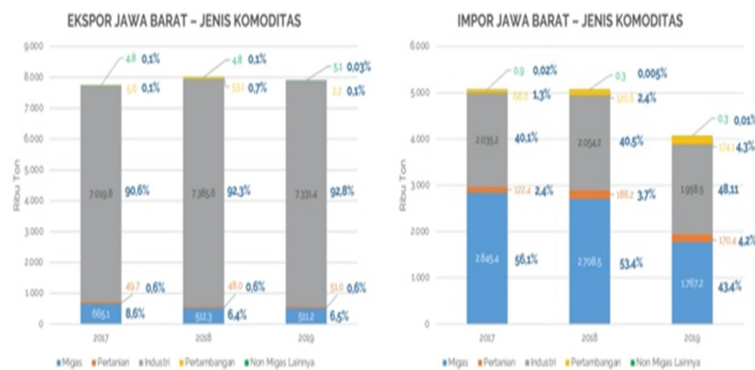
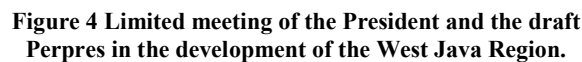


Figure 3 Potential export-import cargo of West Java by commodity.

Meanwhile, most imported commodities were commodities from the oil and gas sector, with an average of 50.97%.

The prospective reason based on destination country or country of origin could be seen that China is the destination country with the most significant export volume from West Java Province with an average of 11%, and Singapore is the country of origin with the most considerable import volume to West Java Province with an average of 27%. On the potential for West Java cargo exports between ports and airports, it was shown that most of West Java's exports sent through ports outside West Java in 2017 – 2019 obtained an average export of 93%. The majority of West Java Province exports sent by air received an average of 99.33%.

The potential of Kertajati International Airport (KJT) in demographics and cargo export-import activities is necessary to develop access and economic recovery by utilizing Kertajati International Airport (KJT) obtained from secondary data through mass media coverage as shown in Figure 4 and Figure 5.



The development of an aviation sector takes market estimates in the national and international sectors to an analysis commonly referred to as a SWOT analysis.

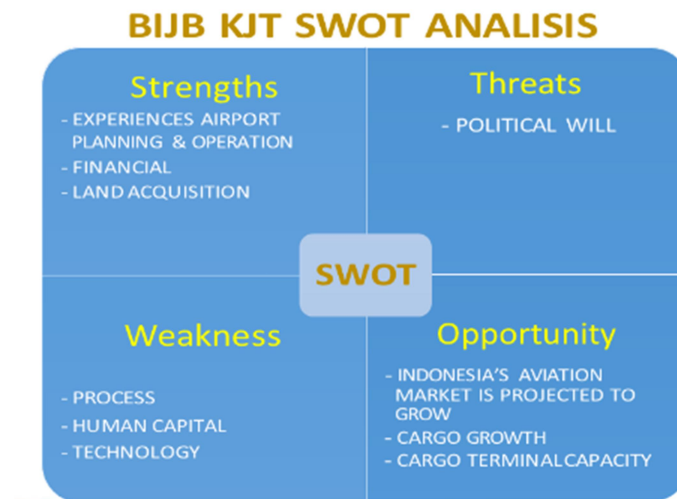


Figure 6 Kertajati Airport SWOT Analysis

The data was obtained from Kertajati International Airport (KJT), as attached in Figure 6. The analysis contains the strength points of Kertajati International Airport (KJT), which consists of airport experience in providing the best flight services, flight planning and operations with high efficiency, financial management and land acquisition. However in the threat points, which include political will, threats in this aspect are considered to affect the future performance of Kertajati International Airport (KJT) as the logistics centre in Indonesia and the weakness points include process constraints that may affect the performance of Kertajati International Airport (KJT), the human aspect that can become an obstacle if it fails to carry out management properly, and the technology provided by BIJB has not been very effective, considering that this airport is still classified as new. Fortunately, in the last opportunity points, including the Indonesian aviation sector, which has many opportunities in the international market, reasonable market growth projections in the aviation and cargo sector, and cargo terminal capacity, which is classified as having reached several superior accommodations.

Conclusion

The prospective Kertajati International Airport (KJT), based on the aspect of West Java region as an area with a high mobility rate, can also be the main route in the movement of the flow of goods, especially in cargo. Kertajati International Airport

(KJT), as the Indonesian Logistics Center, has a lot of potential apart from the demographic aspect, as well as export and import activities that continue to move in a positive direction from the data obtained in 2017 – 2019. Many potentials of Kertajati International Airport (KJT) are in line with the government's contribution in pursuing sustainable development at Kertajati International Airport (KJT) and maximizing potential in the context of economic growth, which had been delayed due to the COVID-19 pandemic since early last year. The toll road construction project evidences as access that supports the efficiency of the cargo activity process by PT BIJB. SWOT analysis could potentially affect the performance of Kertajati International Airport (KJT) and has summarized as a form of estimation in dealing with all forms of possibilities in the future.

References

- Anggadinata, (2008). Cetak Biru Penataan dan Pengembangan Sektor Logistik Indonesia. Kementerian Koordinator Bidang Perekonomian, Jakarta.
- Devlin, J., and Yee, P. (2005). "Trade logistics in developing countries: the case of the Middle East and North Africa", *The World Economy*, Vol. 28, pp. 435-456.
- Gusmali, J., Fatchoelqorib, M., Sugiarti, S., & Astri, L. (2020). BANDAR UDARA INTERNASIONAL JAWA BARAT (BIJB) SEBAGAI HUB LOGISTIK INTERNASIONAL di JAWA BARAT. *Aviasi: Jurnal Ilmiah Kedirgantaraan*, 17(1), 12-20
- Firdausy, C. M. (2021). *Memajukan Logistik Indonesia yang Berdaya Saing*. Yayasan Pustaka Obor Indonesia.
- I Made Wiratha. (2006). *Pedoman Penulisan Usulan Penelitian, Skripsi dan Tesis*. Yogyakarta: Andi.
- Rangkuti, Freddy. (2013). *Teknik Membedah Kasus Bisnis Analisis SWOT Cara Perhitungan Bobot, Rating, dan OCAI*. Penerbit PT. Gramedia Pustaka Utama. Jakarta.
- Bartle, J. R. (2021). *Sustainability and air freight transportation: Lessons from the global pandemic*.
- BIJB. (2020). *BISNIS DAN KONSEP PENGEMBANGAN*. Diambil kembali dari bijb.co.id: <http://bijb.co.id/node/207?language=id>

- CNN. (2021, Juni 8). *Menhub Targetkan Bandara Kertajati Beroperasi Normal 2022*. Diambil kembali dari [www.cnnindonesia.com: https://www.cnnindonesia.com/ekonomi/20210608171503-92-651821/menhub-targetkan-bandara-kertajati-beroperasi-normal-2022](http://www.cnnindonesia.com/ekonomi/20210608171503-92-651821/menhub-targetkan-bandara-kertajati-beroperasi-normal-2022)
- Ferrel, O. a. (2005). *Marketing Strategy*. South Western: Thomson.
- Hikam, H. A. (2019, Februari 11). *Mengintip Prospek Industri Penerbangan RI di 2019*. Diambil kembali dari [finance.detik.com: https://finance.detik.com/berita-ekonomi-bisnis/d-4422870/mengintip-prospek-industri-penerbangan-ri-di-2019](https://finance.detik.com/berita-ekonomi-bisnis/d-4422870/mengintip-prospek-industri-penerbangan-ri-di-2019)
- Joni Gusmali, M. F. (2020). BANDAR UDARA INTERNASIONAL JAWA BARAT (BIJB) SEBAGAI HUB LOGISTIK INTERNASIONAL di JAWA BARAT. *Jurnal Ilmiah Kedingantaraan*.
- Pamungkas, W. W. (2021, April 6). *Rancangan Perpres Percepatan Pembangunan Jawa Barat Terus Digodok*. Diambil kembali dari [bandung.bisnis.com: https://bandung.bisnis.com/read/20210406/550/1377426/rancangan-perpres-percepatan-pembangunan-jawa-barat-terus-digodok](https://bandung.bisnis.com/read/20210406/550/1377426/rancangan-perpres-percepatan-pembangunan-jawa-barat-terus-digodok)
- Ramadhan, F. (2017). *Studi Air Traffic Management: Studi Kasus Analisis Ruang Udara di Bandar Udara Internasional Juanda*. Institut Teknologi Sepuluh Nopember: Doctoral dissertation.
- Sitorus, P. (2010). Pengembangan Logistic Center Di Indonesia. *Warta Penelitian Perhubungan*. 633-642.
- Trimukti, E. (2010). Analisis Model Kebutuhan Pergerakan Penumpang Dan Barang Bandara Rahadi Oesman Ketapang. *Jurnal Teknik Sipil*.
- Unknown. (2018, April 8). *Ini yang Bakal Terjadi di Indramayu Jika BIJB Beroperasi*. Diambil kembali dari [www.radarcirebon.com: https://www.radarcirebon.com/2018/04/08/ini-yang-bakal-terjadi-di-indramayu-jika-bijb-beroperasi/2/](https://www.radarcirebon.com/2018/04/08/ini-yang-bakal-terjadi-di-indramayu-jika-bijb-beroperasi/2/)