

ANALISIS BIAYA MANFAAT LOGISTIK JALUR LAUT (STUDI KASUS DI PT BERKAT BINA BAHTERA MAKMUR)

ABSTRAK

Penelitian ini bertujuan untuk menganalisis biaya dan manfaat logistik jalur laut pada PT Berkat Bina Bahtera Makmur sebagai perusahaan pelayaran rakyat yang beroperasi di Pelabuhan Sunda Kelapa. Penelitian ini dilatarbelakangi oleh tingginya biaya logistik di Indonesia yang dipengaruhi oleh keterbatasan infrastruktur, rendahnya efisiensi operasional, serta tingginya biaya pengoperasian kapal. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode Cost-Benefit Analysis (CBA) untuk menilai kelayakan dan efisiensi kegiatan logistik perusahaan serta mengevaluasi hubungan antara biaya yang dikeluarkan dan manfaat yang diperoleh. Data penelitian diperoleh dari dokumen operasional perusahaan yang meliputi biaya bahan bakar, biaya pelabuhan, biaya operasional kapal, biaya pemeliharaan, depresiasi kapal, serta pendapatan angkutan laut. Analisis dilakukan menggunakan indikator Present Value (PV), Net Benefit (NB), Benefit Cost Ratio (BCR), dan Net Present Value (NPV) untuk membandingkan biaya dan manfaat kegiatan operasional. Selain itu, penelitian ini memberikan gambaran mengenai struktur biaya logistik jalur laut dan kontribusi pelayaran rakyat dalam distribusi barang antarpulau di Indonesia. Hasil penelitian menunjukkan bahwa manfaat yang diperoleh dari kegiatan logistik jalur laut lebih besar dibandingkan biaya yang dikeluarkan sehingga kegiatan operasional dinilai layak dan efisien secara finansial. Pelayaran rakyat berperan penting dalam mendukung distribusi barang antarpulau dan menjaga konektivitas wilayah kepulauan. Oleh karena itu, peningkatan efisiensi pelabuhan, penguatan manajemen operasional, dan modernisasi fasilitas pendukung diperlukan untuk menekan biaya logistik serta meningkatkan efektivitas sistem transportasi laut nasional.

Kata Kunci: Logistik Jalur Laut, Cost-Benefit Analysis, Efisiensi Operasional, Pelayaran Rakyat, Biaya Logistik.

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ABSTRACT

This study aims to analyze the costs and benefits of sea transportation logistics at PT Berkat Bina Bahtera Makmur, a traditional shipping company operating at Sunda Kelapa Port. The research is motivated by the relatively high logistics costs in Indonesia, which are influenced by limited infrastructure, low operational efficiency, and increasing vessel operating expenses. A descriptive quantitative approach was applied using the Cost-Benefit Analysis (CBA) method to assess the feasibility and efficiency of the company's logistics activities and to evaluate the relationship between operational costs and economic benefits. The data were obtained from company operational documents, including fuel costs, port charges, vessel operational costs, maintenance expenses, ship depreciation, and freight revenues. The analysis employed Present Value (PV), Net Benefit (NB), Benefit Cost Ratio (BCR), and Net Present Value (NPV) indicators to compare the costs incurred with the benefits generated. In addition, this study provides an overview of the sea logistics cost structure and the contribution of traditional shipping to inter-island cargo transportation in Indonesia. The results indicate that the benefits generated from sea logistics operations exceed the costs incurred, demonstrating that the operational activities are financially feasible and efficient. Traditional shipping plays an important role in supporting the distribution of goods among islands and maintaining economic connectivity across Indonesia's archipelagic regions. Therefore, improving port efficiency, strengthening operational management, and modernizing supporting facilities are important efforts to reduce logistics costs and enhance the effectiveness of national sea transportation systems.

Keywords: Sea Logistics, Cost-Benefit Analysis, Operational Efficiency, Traditional Shipping, Logistics Costs.