

SUMMARY

Diaz Muhammad Juniawan, Department of Civil Engineering, Faculty of Engineering, Brawijaya University, Maret 2018, An Assesment on Land Side Performance of Banyuwangi Airport With IPA and SWOT Method, Supervisor: **Ir. Achmad Wicaksono, M.Eng, Ph.D dan Rahayu K, ST, MT, M.Sc.**

The Airport serves flights Banyuwangi-Surabaya PP with Wings Air with type ATR72-600 which has a capacity of 72 passengers and 1 flight times in 1 day, Garuda Indonesia aircraft with type ATR72-600 which has a capacity of 72 passengers and serve penerbangasn 2 times in 1 day, flights on Jakarta-Banyuwangi PP with NAM Air by the type of BOEING-735 which operates 1 time in 1 day. The objectives of this study are (1) to find out the level of performance of the service of land acquired by the side of a passenger aircraft at the airport of Banyuwangi, (2) to draw up a development strategy airport of Banyuwangi.

Methods of analysis used is Importance Performance Analysis (IPA) to know the performance level of service at the Airport and ground Methods Strenght Weakness Opportunities and Threats (SWOT) to determine airport development strategy Banyuwangi. Primary data obtained through interview and questionnaire while the secondary Division of the data obtained through literature, journals, and the internet. The number of respondents that were used in the study as many as 190 respondents passenger aircraft.

To discuss the purpose (1) obtained the results of the analysis of Importance Performance Analysis retrieved 6 attributes included in Quadrant I (Priority), namely the availability of health services, the availability of disabled facilities, availability of restaurant or the cafeteria, the availability of small mosque/place of worship, the availability screen announcements, availability of facilities information through loudspeakers. On the research of the IPA values obtained the importance level of 60%. To discuss the purpose (2) the Development Strategy analysis results obtained by the method of Strength Weakness Opportunities Threats obtained 6 strategy SO (Strength-Opportunities) that Retains the existing airport facilities, do development of airport facilities at regular intervals, perform maintenance of existing airport facilities, in cooperation with related Department to improve economic and business growth, promotional parties and conducted County Government Banyuwangi, Banyuwangi develop the Airport as an International Airport, 5 strategy WO (Weakness-Opportunities), namely revamping and equipping of facilities that are not yet available, increase the level of comfort and service at the airport, Banyuwangi Update and or replace components of airport facilities at Banyuwangi, repair and expansion of accommodation to and from the airport, doing promotion and cooperation with related Department, 7 strategy ST (Strength-Threats) that Given the Board information in some Countries, Airport point of Socialization in social media and or speakers on the importance of cleanliness and order in the airport of Banyuwangi, increasing people's interest with a promo from the airline, an increase in so. quality comfort at the airport, Making transportation integrated Banyuwangi in Banyuwangi, the addition of Airport minibus routes serving the airport to the city, making the transport system multimoda and 2 straregi WT (Weakness-Threats). From the discussion above was obtained by method 2 Method conclusion IPA is the 6 attributes in Quadrant I, quadrant II attributes on 12 and 6 attribute in Quadrant III, Value the importance of 60% that is entered in the category was satisfactory/good enough. And on the method of SWOT Strategy SO there are 6 i.e. maintain

the existing airport facilities, conduct the development of airport facilities at regular intervals, perform maintenance of existing airport facilities, in cooperation with related Department to increase the growth of business and economy, promotion and government parties do Banyuwangi, Banyuwangi develop the Airport as an International Airport, 5 Strategy WO that is revamping and equipping of facilities that have not been available, increase the level of comfort and service at the airport, Banyuwangi, updating and or replace components of airport facilities at Banyuwangi, repair and expansion of accommodation to and from the airport, doing promotion and cooperation with related service and 7 ST Strategy that is Given several information boards point Airport Banyuwangi, Socializing in social media and or speakers on the importance of cleanliness and order in the airport of Banyuwangi, increasing people's interest with a promo from the airline so., improved quality of comfort at the airport, Making transportation integrated Banyuwangi in Banyuwangi, the addition of Airport minibus routes serving the airport to the city, creating a transportation system multimoda.

Keyword: Airplane, Level of Service Performance, *Importance Performance Analysis (IPA)*, *Strength Weakness Opportunities Threats (SWOT)*.