

POLICY STRATEGY FOR EMPOWERMENT OF BORDER AREA IN IMPROVING MARITIME SECURITY

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ABSTRACT

The border area of a country is the main capital of a country's sovereignty. One of the islands whose position is at the forefront and at the same time the outermost border of Indonesia and other countries is Alfa Island. The research method used in this research is to use the integration of strength, weakness, opportunity, and threat (SWOT) analysis methods and the Borda method in formulating a strategy for developing the empowerment of the Miangas Island marine defence area. SWOT analysis is used to formulate and provide alternatives in the development strategy of developing a strategy for the empowerment of the Alfa Island marine defence area. And the Borda method is used to determine priorities for the selected strategy. With this research, it is hoped that it can encourage and become government input in managing the policies of the outermost islands by giving special attention to minimizing vulnerabilities and potential threats and increasing the positive potential that already exists on Alfa Island. Based on the research results, obtained 6 strategies. The weight calculation results show that the WO 1 strategy has the highest weight and is a priority strategy, which is to take advantage of the Indonesian Navy's MEF policy opportunities by increasing the Posal Alfa Capability that supports active patrols and sea operations of Posal Alfa.

Keywords: SWOT Analysis, Alfa, Borda. Method

1. INTRODUCTION

The border area of a country is the main capital of a country's sovereignty. One of the islands whose position is at the forefront and at the same time the outermost border of Indonesia and other countries is Alfa Island. The geographical location of Alfa Island is directly adjacent to Malaysia, making Alfa Island a vulnerable and strategic area. Judging from the condition of the development of the Alfa Island marine defence area that has been implemented currently, it still has weaknesses, including the lack of community empowerment for regional defence development; in terms of tourism as well as meeting the needs of the community; There is no tourism development on Alfa Island yet; Inadequate public facilities (schools, hospitals).

In the 2020 Period, The second Fleet carried out inspections of 2,382 ships at sea. Consists of 241 fishing vessels, 89 wooden vessels, oil vessels, and other vessels as many as 2048 (Sops Koarmada II, 2020). Of the ships that were stopped, 96.5% of ships were allowed to continue sailing, while the remaining 3.5% were escorted/and hocked to Lanal for further processing by applicable law for allegedly committing serious violations.

Considering the incident of Indonesia's defeat at the International Court of Law when fighting over the islands of Sipadan and Ligitan with Malaysia, it becomes an important lesson in the importance of the outermost small islands as part of Indonesia's territorial sovereignty. The history of this defeat certainly made Indonesia pay attention to the

outermost small islands which are now believed to be the eyes and ears for every activity and information around the border. So that in order not to repeat the bitter incident, the government has issued many policies in paying attention to the foremost islands.

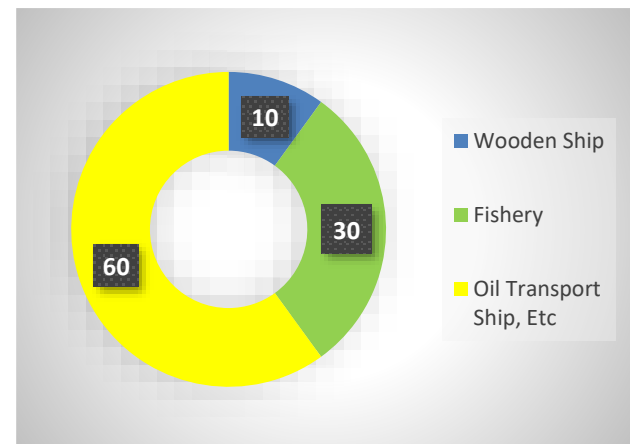


Figure 1. Violations in Indonesian Waters

2. LITERATURE REVIEW

2.1 SWOT analysis

SWOT analysis is the most common technique that can be used to analyze strategic cases (Hill & Westbrook, 1997). SWOT is a tool that is often used to analyze the internal and external environment to achieve a systematic approach and support for decision situations (Wheelen & Hunger, 1995). SWOT is an acronym for strengths (S), weaknesses (W),

opportunities (O), and threats (T). The first two factors (strengths and weaknesses) are related to the internal factors of the organization, while opportunities and threats cover the wider context or environment in which the entity operates (Collins-Kreine, 2007).

Internal and external factors are referred to as strategic factors and are summarized in a SWOT analysis. Strengths and weaknesses are factors in the system that enable and hinder the organization from achieving its goals. Opportunities and threats are considered external factors that facilitate and limit organizations in achieving their respective goals (Wasike, 2010). The SWOT analysis shows the right strategy in the four categories SO, ST, WO, and WT. The strategy identified as SO involves taking advantage of opportunities by using existing strengths. ST is a strategy related to the use of force to eliminate or reduce the effects of threats. Similarly, the WO strategy seeks to take advantage of the opportunities presented by external environmental factors by paying attention to its weaknesses. There are eight steps in forming a SWOT Matrix:

- Make a list of key external opportunities of the organization.
- Make a list of the main external threats to the organization.
- For the main internal strengths of the organization.
- For the main internal weaknesses of the organization.
- Match internal strengths with external opportunities, and record the results in the SO Strategy table.
- Match internal weaknesses with external opportunities, and record the results in the WO Strategy table.
- Match internal strengths with external threats, and record the results in the ST Strategy table.
- Match internal weaknesses with external threats, and record the results in the WT Strategy table.

2.2 Research purposes

The purpose of this research is to obtain a strategy to increase and develop the empowerment of the Alfa Island marine defence area and obtain strategic priorities in the development of the empowerment of the Alfa Island marine defence area.

2.3 Research subject

A research subject is a person or object that is observed with certain characteristics to be studied and then a conclusion is obtained from the learning process (Sugiyono, 2009). The research subjects were selected according to the needs of the Indonesian Navy which became the place of this research, including Kotama Fleet, the Commander of KRI, and Posal Miangas and stakeholders. Second Fleet, Commander of warship personnel and Posal Alfa, and stakeholders were chosen because the work

unit is related to the defence of the sea area of Alfa Island and the threats that occur.

2.4 Data collection technique

Data collection was carried out to obtain the information needed to achieve the research objectives. In this study, data collection techniques were carried out through observation, interviews, and document/literature searches. Primary data from observations and interviews (detailed interviews) are data collected and processed by a researcher from the subject or research subject. Secondary data, on the other hand, derived from books, documentaries, and literary studies can be obtained indirectly from the subject or subject.

2.5 Data Analysis Techniques

Data is only meaningful if it is analyzed accurately and thoroughly. Data analysis is a process of describing and compiling interview transcripts and other materials that have been collected. Qualitative analysis is an analysis used to discuss and explain the results of research regarding various symptoms or cases that can be described using words that cannot be measured by numbers but require a clear description of description (Morra Imas & Rist, 2009). The data obtained is only to provide information and explanations.

Process data analysis is based on the simplification and interpretation of data carried out before, during, and after the data collection process. This process consists of three interrelated sub-processes, namely data reduction, data display, and conclusion drawing/verification (Punch, 2009). Based on the problems that exist in the research, the research method used in this study is an evaluative research method and development using SWOT analysis.

2.6 Framework SWOT analysis

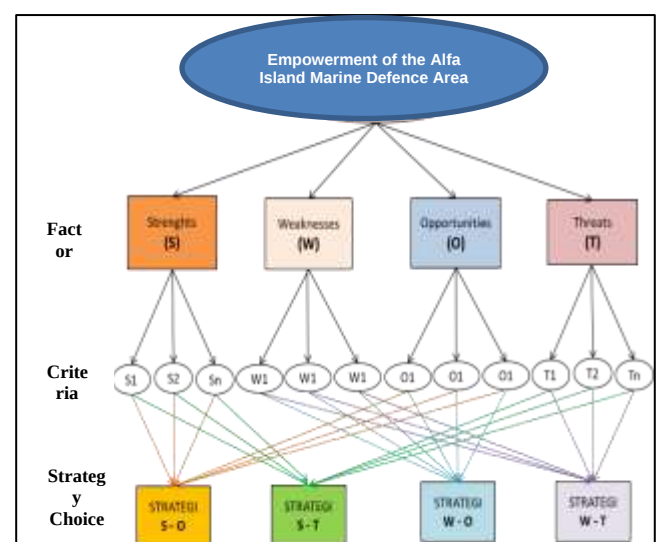


Figure 2. SWOT analysis

3. RESULTS AND DISCUSSION

The data that has been obtained from interviews and questionnaires are used for processing with the IFE and EFE Matrix. The data that has been obtained is processed to obtain a strategy for developing the empowerment of the Alfa Island marine defence area using the SWOT Matrix. Based on the results of this data processing, further interviews and filling out questionnaires with experts will be carried out to obtain strategic priorities using the Borda Method.

3.1 Identification of Internal Factors

Identification of internal factors in the strategy for developing the marine defence area of Alfa Island in facing the threat of marine security on Sebстик Island is carried out through interviews/interviews and questionnaires with experts, namely assessing criteria with the provisions of 1. Very little, 2. Little, 3. Quite a lot, 4. Very much.

If the criterion value is greater/equal to three (≥ 3) then the criterion is strength. If it is less than three (< 3) then the criterion is a weakness. The following is a table that shows answers from participants or respondents from interviews/interviews with experts regarding the identification of internal factors:

Table 1. Identification of Internal Factors

NO	Internal factors	Geomean	Factor
1	Maritime Society	3.37	Strength
2	Natural beauty	3.00	Strength
3	Alfa Postal Personnel	1.32	Weaknesses
4	Public Port	3.18	Strength
5	Education facility	3.00	Strength
6	Commercial Fleet	3.37	Strength
7	Health facility	1.52	Weaknesses
8	biological resources	3.18	Strength
9	Alut sista Posal Alfa	1.15	Weaknesses
10	Maritime Industry	1.52	Weaknesses
11	Covered AreaPatkamla	1.74	Weaknesses
12	Indonesian Navy Spotmar	3.18	Strength
13	Fishing Fleet	1.32	Weaknesses
14	Maritime Tourism	1.52	Weaknesses
15	KRI Fleet	3.57	Strength
16	Military Training Area	1.52	Weaknesses
17	Electronic observation facilities	1.32	Weaknesses

From the results of questionnaires from several sources, the Evaluation of Internal Factors that influence the development strategy for the empowerment of the Alfa Island sea defence can be

summarized in the Internal Factor Evaluation (EFI) table which shows the answers from the informants. The following is a table showing answers from participants or respondents from interviews with experts regarding Internal Factor Evaluation (EFI):

Table 2. Evaluation of Internal Factors

NO	Factor	Code	Weight	Rating	Score
Strength					
1	KRI Fleet	S1	0.175	3	0.524
2	Maritime Society	S2	0.160	3	0.480
3	Commercial Fleet	S3	0.098	2	0.196
4	Public Port	S4	0.120	3	0.360
5	biological resources	S5	0.062	3	0.185
6	Indonesian Navy Spotmar	S7	0.156	2	0.313
7	Natural beauty	S9	0.036	2	0.073
8	Education facility	S10	0.025	2	0.051
Total			1	Score	2,582
Weaknesses					
1	Alut sista Posal Alfa	W1	0.178	4	0.713
2	Shipping Volume	W2	0.127	3	0.382
3	Fishing Fleet	W3	0.105	3	0.316
4	Alfa Postal Personnel	W4	0.167	3	0.502
5	Electronic observation facilities	W5	0.142	2	0.284
6	Military Training Area	W6	0.062	2	0.124
7	Health facility	W7	0.084	3	0.251
8	Maritime Tourism	W8	0.069	3	0.207
9	Maritime Industry	W9	0.025	3	0.076
10	Covered AreaPatkamla	W10	0.040	3	0.120
Total			1	Score	2,975

a. Strength factor analysis

From table 2. it can be seen that there are 8 strength criteria. Of the eight criteria, it can be seen that the criterion that has the highest weight is the KRI Fleet with a weight of 0.175. While the lowest weight indicates the criterion that has the lowest weight is Education Facilities with a weight of 0.025.

b. Weakness Factor Analysis

From table 2, it can be seen that there are 10 criteria for weakness. Of the ten criteria, it can be seen that the criterion that has the highest weight is the Alut Sista Posal Alfa with a weight of 0.178. While the lowest weight indicates the criterion that has the lowest weight is the Maritime Industry with a weight of 0.025.

3.2 Identify External Factors

Identification of external factors is carried out through interviews/interviews and questionnaires with experts, namely assessing criteria with provisions 1. Very Threatening Condition, 2. Threatening Condition, 3. Supportive Condition, 4. Very

Supporting Condition. If the criterion value is greater/equal to three (≥ 3), then the criterion is an opportunity. If it is less than three (< 3) then the criterion is a threat.

The following is a table that shows answers from participants or respondents from interviews/interviews with experts regarding the identification of external factors:

Table 3. Identification of External Factors

NO	External Factors	Geomean	Factor
1	<i>Illegal Fishing</i>	1.32	Threat
2	Spirit of Patriotism	3.00	<i>Opportunity</i>
3	Smuggling (smuggling)	1.74	Threat
4	Kamla Operations Strategy	3.37	<i>Opportunity</i>
5	Terrorism	2.00	Threat
6	Infrastructure Empowerment	3.18	<i>Opportunity</i>
7	Cross country border	2.00	Threat
8	Government/Navy Policy	3.37	<i>Opportunity</i>
9	Cultural Assimilation	2.00	Threat
10	Maritime Potential	3.18	<i>Opportunity</i>
11	Territorial Development	3.18	<i>Opportunity</i>
12	Weather	1.74	Threat
13	Military Training	3.18	<i>Opportunity</i>
14	Intelligence Ability	3.18	<i>Opportunity</i>
15	Defence Diplomacy	3.00	<i>Opportunity</i>
16	Geographical location	1.64	Threat
17	Stakeholders	3.18	<i>Opportunity</i>
18	The price disparity of basic commodities	1.52	Threat
19	Maritime community empowerment	3.57	<i>Opportunity</i>

The following is a table that shows answers from participants or respondents from interviews with experts regarding External Factor Evaluation.

a. Opportunity factor analysis

From table 4, it can be seen that there are 11 criteria for opportunities. Of the eleven criteria, it can be seen that the criterion that has the highest weight is the empowerment of the maritime community with a weight of 0.164. While the lowest weight indicates the criterion that has the lowest weight is the Spirit of Patriotism with a weight of 0.024.

b. Threat Factor Analysis

From table 4, it can be seen that there are 8 criteria for opportunities. Of the eight criteria, it can be seen that the criterion that has the highest weight is Illegal Fishing with a weight of 0.217. While the lowest weight indicates the criterion that has the lowest weight is cultural assimilation with a weight of 0.028.

Table 4. Evaluation of External Factors

NO	FACTOR	Code	Weight	Rating	Score
Opportunity					
1	Maritime community empowerment	O1	0.164	4	0.655
2	Government/Navy Policy	O2	0.133	3	0.400
3	Kamla Operations Strategy	O3	0.142	3	0.427
4	Territorial Development	O4	0.103	2	0.206
5	Infrastructure Empowerment	O5	0.136	3	0.409
6	Maritime Potential	O6	0.088	3	0.264
7	Intelligence Ability	O7	0.073	2	0.145
8	Military Training	O8	0.042	2	0.085
9	Stakeholders	O9	0.067	2	0.133
10	Spirit of Patriotism	O10	0.024	3	0.073
11	Defence Diplomacy	O11	0.027	3	0.082
Total			1	Score	2.88
Threats					
1	<i>Illegal Fishing</i>	T1	0.217	4	0.867
2	The price disparity of basic commodities	T2	0.150	3	0.450
3	Geographical location	T3	0.139	2	0.278
4	Weather	T4	0.161	3	0.483
5	Smuggling (smuggling)	T5	0.167	2	0.333
6	Terrorism	T6	0.078	2	0.156
7	Cross country border	T7	0.061	2	0.122
8	Cultural Assimilation	T8	0.028	1	0.028
Total			1.0	Score	2.72

3.3 Strategy Selection

The selection of the formulation of the strategy for developing the empowerment of the Alfa Island marine defence area can use the Grand Strategy Matrix. Grand Strategy Matrix is used as a method to find the point of intersection of internal factors and analysis of external factors. By the intersection of the four-factor lines Strengths, Weaknesses, Opportunities, and Threats from developing the empowerment of the Alfa Island marine defence area. The intersection of these four lines can be used to determine the position of the strategic quadrant and the type of strategy that is suitable. The results of the analysis of the intersection of the lines and the SWOT matrix are determined in the following coordinate table.

Table 5. SWOT Matrix Intersection Analysis

Score				X-axis	Y-axis
S	W	O	T	(S - W)	(O - T)
2.58	2.97	2.88	2.72	- 0.39	0.16

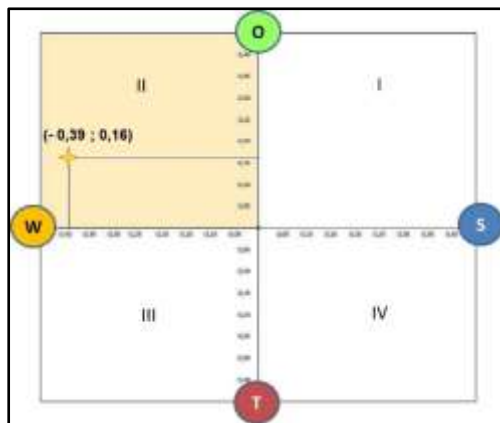


Figure 3. Matrix Grand Strategy

From Figure 3, it can be seen that the condition of the development of the empowerment of the Alfa Island marine defence area is in Quadrant II. The intersection position in Quadrant II is identified as supporting conditions for using the WO (Weakness-Opportunities) Strategy. The WO (Weakness-Opportunities) strategy is a strategy by making improvements to the weak factors to maximize the use of opportunities.

Strategy development of the empowerment of the sea defence area of Alfa Island is in quadrant II position so the strategy can be described by the following Swot Matrix.

WO (Weakness – Opportunities) strategy is a strategy that takes advantage of opportunities (Opportunities) to overcome weaknesses (Weaknesses). Where the WO (Weakness – Opportunities) Strategy is a chosen strategy or is suitable as a strategy for developing the empowerment of the Alfa Island marine defence area at this time.

4. CONCLUSIONS

The formulation of the strategy for developing the empowerment of the marine area of Alfa Island that was chosen with the current conditions is the WO (Weakness - Opportunities) Strategy which takes advantage of opportunities (Opportunities) to overcome weaknesses (Weaknesses), including:

- a. Taking advantage of the Indonesian Navy's MEF policy opportunities by increasing the Alfa Posal Capability
- b. Kamla Operations Strategy with the Establishment of LNQR (Naval Sea Quick Respond).
- c. Government policy through the health service and the Navy in implementing the program to improve the health level of the people of Alfa Island.
- d. Increasing shipping volume with the government's sea toll policy and empowering the infrastructure of 2 public port piers to improve the economy of the people of Alfa Island.
- e. Increasing maritime tourism and maritime industry in the fisheries sector with government policies and empowering maritime communities and the maritime potential of Alfa Island.

- f. Utilizing the waters of Alfa Island as a military training area.

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