

STRATEGI PENGEMBANGAN PELABUHAN SUNDA KELAPA SEBAGAI DESTINASI WISATA SEJARAH DI JAKARTA

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Sunda Kelapa Harbor is the oldest port in Indonesia. Sunda Kelapa Harbor currently has two main functions as an active port for loading and unloading activities and as a historical tourist attraction. As a historical tourist attraction, Sunda Kelapa port is still less attention, especially in terms of facilities for visitors, even though Sunda Kelapa Harbor has a great potential to be a gateway to historical tourism in Indonesia as its history, which is also the forerunner of Jakarta. Therefore, this research was conducted with the aim to see the potential of Sunda Kelapa Port through the resources possessed by the theory of Resource Based View (RBV) and then look for strategies that can be used to develop historical tourism in the Sunda Kelapa Port. In attempt to answer these problems, this research used theory of strategic management. The informant and respondent of this research is PIC acceleration of the old city area of the Ministry of Tourism, the port (PT Pelindo II), Tour Guide, and tourists. Data collected by observation, interview, literature study and questioner. This research used qualitative descriptive method in order to analyze the data that have been collected by using 1FE and EFE matrix, IE Matrix, SWOT Matrix and QSPINI matrix. Based on the analysis and discussion that has been described, the product development strategy is the main strategy that must be developed by Sunda Kelapa Port to be able to compete with other tourist destinations.

Keywords : Strategic management, Tourism, Pelabuhan Sunda Kelapa., SWOT analysis