

STRATEGY TO CUT DOWN THE IMPORTED CONTAINER'S DWELLING TIME IN SEMARANG CONTAINER TERMINAL (TPKS)

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ABSTRACT

The study is about the strategies to cut down the imported container's dwelling time in TPKS. Imported Container's dwelling time is the total time starting from the container is discharged off the vessel up to the container reach the getting – out terminal. The impact of high dwelling time is the increasing of YOR (Yard Occupancy Ratio) and the decreasing of BOR (Berth Occupancy Ratio). The utilization of the Container Yard will increase, then the utilization of the dock related to loading and unloading containers will decrease for the next vessel. If the CY is fully stacked with containers, certainly, there will be no more space for newly-coming containers, then the congestion will happen. Importers who have the newly-coming containers will get loss, because they have to pay more for demurrage cost. Besides, they have to stop their production processes because the goods are still in the Port.

The purposes of the study are explain how to complete the clearance processes, to know the internal and external factors of TPKS, to find the strategies with SWOT analysis to decrease the imported container's dwelling time in TPKS.

The method of collecting data used survey, observation, documentation, literature study and the questionnaire. The analysis technique used SWOT analysis to know the TPKS condition and to find the appropriate strategies.

The results shows that the position TPKS in Quadrant I with coordinate 0.69:0.57, meaning that the suitable strategy used is supporting the aggressive growth policy (Growth Oriented Strategy). After compile the SWOT Matrix, then the strategies were found: enhance the performance in each work, maintenance and rejuvenation equipment, provide new ground for interchange and parking area, availability counter officer in business for 24 hour, the effectiveness of each duty, optimization of the existing parking area, optimizing the operation of existing CC, optimization the counter during working hours.

Keywords: *Imported container's dwelling time, SWOT*

INTRODUCTION

Background

Indonesia has many ports as gateways the International trades, one of them is Tanjung Emas Port. If we discuss about international trade, it is cannot be separated from Semarang Container Terminal (TPKS), which is a place of container terminal in Semarang giving service for delivery for goods packed in containers. TPKS has good contribution to the international trades, based on the data of *ArusBongkarMuatPetikemas2014inTPKS* revealing that the total going in and out goods (throughput) achieved as many as

551.655 TEUs. As we know, TPKS has important role to accelerate international trade, therefore it must be supported with good infrastructures. In the other side, the clearance processes are also important, because container will be able to go out from terminal when the Importers/ Exporters have completed the clearance processes.

The impact when the clearance processes have not completed is the container will stack longer in TPKS, it means that the dwelling time become higher, and this case often occurs for the imported containers, or it is called Imported Container's Dwelling Time. According to the World Bank (Afif

Artakusuma's Journal, 2011: 1) that “ Import container dwelling time *adalah waktu yang dihitung mulai dari suatu petikemas (kontainer) dibongkar dan diangkat (unloading) dari kapal sampai petikemas tersebut meninggalkan terminal melalui pintu utama*” (Imported container dwelling time is the duration of discharging or unloading container from vessel up to the moment the container leaving terminal through gate out).

The impact of high dwelling time is the increasing of YOR (Yard Occupancy Ratio) and the decreasing of BOR (Berth Occupancy Ratio). The utilization of the Container Yard will increase then the utilization of the dock related to loading and unloading containers will decrease for the next vessel. If the CY is fully stacked with containers, certainly, there will be no more space for the newly coming containers, it will result in congestion. Importers who get the newly coming containers will get loss, because they have to pay more demurrage cost. Besides, they have to stop their production processes because the goods are still in the Port. Actually the dwelling time is very disrupt the acceleration of operational activities in port, so that it has to be addressed continuous and seriously. Therefore, the companies, especially TPKS, should have the strategies to minimize the number of imported container's dwelling time.

Objectives of the Study

This research has three objectives to be accomplished, they are:

- a. To explain how to complete the process of Pre-Clearance, Customs Clearance and Post-Clearance.
- b. To know the Strengths, Weaknesses, Opportunities, Threats aspects of TPKS in order to decrease the imported container dwelling time in TPKS.
- c. To find the strategies to decrease the imported container's dwelling time in TPKS.

REVIEW OF LITERATURE

Pre – Clearance

To complete Pre-clearance, importers have to pay the administration in Bank, Take D/O from Shipping Lines, take a letter of SP2 which is provided by Import Customer Service Counter of Container Terminal Office.

Definition of Customs

On the Amendments of Customs Law (Law No. 17 Year. 2006) Article 1, paragraph 1 states that, Customs is all things related in monitoring of goods traffic into or out of the customs area and the collection of import duties and export duties.

Customs Area

On Amendments of Customs Law (Law No. 17 Year. 2006) Article 1, paragraph 2 stated that Customs area is the territory of Republic of Indonesia which consists of land, sea, air space above it and particular place in the Exclusive Economic Zone and continental land which applies this law.

The Customs Officer.

On Amendments of Customs Law (Law No. 17 Year. 2006) Article 1, paragraph 10 stated that Customs General Directorate is executor element of the basic tasks and the functions of Finance Department in Customs sector.

Lane

According to Customs' Website (www.beacukai.go.id)

(<http://www.beacukai.go.id/index.html?page=faq/impor.html>) Red lane, is the process of service and monitoring spending imported goods with physical inspection and there is the research of document verification prior to issuance of a letter of approval of release of (SPPB), Green lane, is the process of service and monitoring spending imported goods without physical inspection, but there is research document verification after

issuance of a letter of approval of release of (SPPB). Yellow lane, is process of service and monitoring spending imported goods without physical inspection, but there is research of document verification prior to issuance of a letter of approval of release of (SPPB)

Meanwhile, according to the Regulation of Director General of Customs. No. P-08/BC/2009, Priority MITA Lane is process of servicing and monitoring to Priority MITA to take imported goods without physical inspection and document verification. Non Priority MITA Lane is process of servicing and monitoring to Non Priority MITA to take imported goods without physical inspection and document verification, except in the case of: Re-import of exported goods; Random checks; or Temporary imported goods.

Post Clearance

The time of post-clearance is starting from the Importers have been finished the customs clearance until the container get out through Gate Out.

Dwelling Time

According to Salim (2002: 118) "Dwelling Time is the average per ton or cubic meter or containers goods are stacked for 1(one) month."

Count of Total Dwelling TIME

Calculation of Time is a long day dwelling containers store up in Container Yard. So the formula used is: The total day of process Pre-Clearance + The total day of process Customs Clearance + The total day of process Post Clearance.

SWOT Analysis

According to Rangkuti (2005: 18), SWOT analysis is the identification of various factors systematically to formulate company strategy. This analysis is based on the logic that can maximize the Strengths and

opportunities, but simultaneously it can minimize Weaknesses and Threats.

RESEARCH METHODOLOGY

Technique of Collecting Data

a. Survey

Survey was carried out in TPKS.

b. Observation

According to Sanusi (2014: 111), "Observation is collecting data by the process of recording on behavior of subject (person), objects or occurrence systematically without any questions or communication with individuals who researched."

Observation was carried out in TPKS, Customs Office, Importer office.

c. Documentation

The writer got primary data from TPKS and secondary data from importer, customs and TPKS.

d. Literature Review

The purpose of literature review is getting the theory that related to the research.

e. The Questionnaire

The questionnaire is a written statement or question given to the people who needed the information is called the Respondent.

The total of the respondents are 9 persons who are considered understand about imported container's dwelling time.

Technique of Analysis

This research, the writer used SWOT analysis, so that it would find external and internal factors to get strategy of TPKS to cut down the imported container's dwelling time.

FINDING AND DISCUSSION

Explanation of Dwelling Time

The comparison of between export dwelling time in CY Export and import dwelling time in all CY Import is almost 200%. The number of dwelling time in another CY (CY Dangerous + Empty, Behandle + Empty) is fewer, these CY occupied by export and

import container. But, the average of export dwelling time less than 4 days. For CY 03 (especially behandle), before container laid out in this CY 03 the container should be put in CY Import (CY 01, 02, 04 06). Thus import has a considerable contribution in the amount of the average dwelling time in TPKS.

What is Dwelling time? Dwelling Time is the total time for container in container terminal, starting from the container enter into container terminal up to the container go out of the Gate Out terminal. While the meaning of Imported Container's Dwelling Time is total time for container staying in container terminal, starting from the container is discharged up to the container out of container terminal through Gate Out. As we know that before the container out of terminal, the importers have to complete the clearance processes, which are divided into: pre-clearance, post clearance and custom clearance.

The steps of pre clearance are: **Administration in Bank:** Importers pay the appropriate amount in PIB, then Bank officer give evidence of State Revenue in context of import (*Penerimaan Negara Dalam Rangka Import*), payment slip of customs and tax (*Surat Setoran Pabean Cukai dan Pajak/ SSPCP*) that has endorsed by Foreign Exchange Bank. Take the D/O (Delivery Order) in Shipping Line. **Take the D/O (Delivery Order) in Shipping Line:** the process of take the D/O requires to inclose documents letter of Attorney, letter of container lease, evidence payment in Bank. **Importers/ Authorized person take letter of container conveyance** (*Surat Penyerahan Petikemas / SP2*) in TPKS' Import counter. SP2 to take the containers from the terminal.

Pre-clearance usually conducted when the vessel which take the importers goods come to quay. Based on interview to the importers / authorized person, the average of pre-clearance is 2 days and the process clearance after the vessel has been come in the quay.

Custom Clearance, According to Customs Performance (*Kinerja Direktorat Jendral Bea dan Cukai*) in 2014, the average of clearance every lane in KPPBC Tanjung Emas are: Mita Lane: 0,050 day, green lane: 0,073 day, yellow lane: 2,980 days and red lane: 4,080 days.

After customs clearance processes have been finished, the next process is post-clearance. Importers have to pay service cost of TPKS to Bank, then importers can take the container get out through Gate Out.

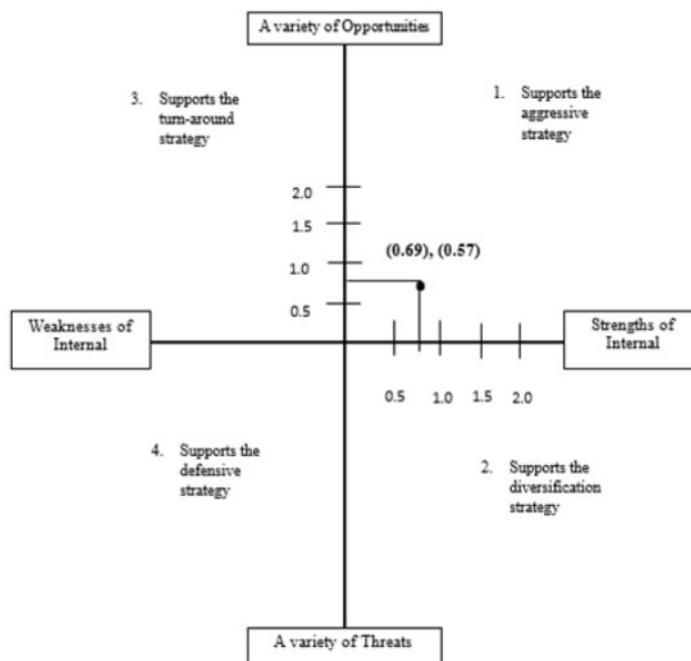
The process of taking the containers get out from terminal, it is called Delivery. Time of delivery is calculating from the trailer come to terminal through Gate In - movement of container from CY to trailer - the trailer get out through Gate Out. According to Decree the Director General of Sea Transportation Number:UM.002/38/ 18/ DJPL-II, TPKS' Delivery standard is 60 minutes, and according to TPKS' data, that the average of delivery in 2014 is 54.22 minutes and the average of delivery on January - June in 2015 is 53.36 minutes. From these data, TPKS' performance has been good, because delivery time achievement was under the standardization.

The above process have to be completed by importers/authorized person in order the imported goods can to be able to go the Gate Out of terminal. But, there are many factors hampering for the container to get out of the terminal quickly. Some examples were told by the importers/authorized person in TPKS who were interviewed by the writer are that the importers cannot afford to pay the tax, the required documents are not complete, long queues happen in customs process. As a result from the high dwelling time is increasing YOR (Yard Occupancy Ratio) and decreasing BOR (Berth Occupancy Ratio). According to the Decree of the Director General of Sea Transportation Number:UM.002/38/ 18/ DJPL-II, YOR that the ratio between the amount of stacking space utilization and stacking space availability (ready to operate) which is

calculated stated in ton or cubic meter day. Whereas, BOR is the ratio between the quay utilization time and time availability (quay ready to operate) within a certain time period stated in percentage. It means that reduction in space to container will be stacked, and YOR can reach 100% (there are no space to newly-coming containers) in CY, then can be crowded, it will have an impact congestion of goods that getting out and getting in ports. So that, BOR will be interrupted, the vessel cannot operate when there are no space in CY to stack the container. Because the container which are taken from the vessel have to be stacked in

CY. The result will be felt by the next vessel operations, thus the loading and unloading of goods will be delayed. The importers will get loss, because the schedule to take the container will be taking longer time, and also production schedule will be late later on, their revenue will decrease. Moreover, if the importers stack the container in CY for a long time, they have to pay more demurrage cost. Therefore, in this study the writer look for the strategies to cut down the length of imported container's dwelling time, and the writer applies the strategies used SWOT analysis.

Figure 1
 SWOT Diagram



Source: Primary Processed, 2015

SWOT Analysis

SWOT analysis is analysis techniques to identify the internal strategy factors (Strength and Weakness) and external strategy factors (Opportunity and Threats).

SWOT diagram

Based on Internal Strategic Factors Analysis Summary (IFAS), the deviation between Strengths and Weaknesses is 0.69 (X-axis). Meanwhile, External Strategic Factors Analysis Summary (EFAS), the deviation between threats and Opportunity is 0.57 (Y-axis). Then its results as Figure 1.

From SWOT diagram (Figure 1), the position TPKS in Quadrant I, it means that this company can use the strengths to utilize existing opportunities. The suitable strategy used is supporting the aggressive growth policy (Growth Oriented Strategy)

SWOT Matrix

SWOT Matrix is device used to compile the strategy/ strategies by considering Strengths, Weaknesses, Opportunities, Threats of the company. SWOT matrix is found 4 strategies, they are:

SO (Strengths – Opportunity) Strategy:

This strategy focus on using all of strengths and utilize of the opportunities, they are: enhance the performance in each work duty, maintenance and rejuvenation equipment.

WO (Weaknesses – Opportunities) Strategy, with the strategies are: providing soil to interchange and parking area, available counter officer on 24 hour,

ST (Strength – Threats) Strategy is the effectiveness of each work duty.

WT (Weakness – Threats) Strategy, are: optimizing the existing parking area, optimizing the operation of existing CC, optimizing the counter during working hours

CONCLUSIONS

Based on the research about the imported container's dwelling time that carried out in TPKS, there are some conclusions can be drawn from the research, they are:

The impact of high dwelling time is the increasing of YOR (Yard Occupancy Ratio) and the decreasing of BOR (Berth Occupancy Ratio), import has a considerable contribution in the amount of the average dwelling time in TPKS. The result of SWOT diagram is position TPKS in Quadrant I (0.69: 0.57). And it found the 4 strategies by SWOT matrix, they are SO, WO, ST, WT strategies.

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