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FEASIBILITY ANALYSIS OF NAVAL BASE RELOCATION USING SWOT AND AHP METHOD TO SUPPORT MAIN DUTIES OPERATION Putu YOGI* Okta RIZAL* AHMADI* Okol S. SUHARYO* *Indonesian Naval Technology College, STTAL,

Bumimoro-Morokrembangan, Surabaya 60187, Indonesia Naval Base as part of Integrated Fleet Weapon System has an important role in maintaining the strategic environment in the region of Indonesia.

Naval Base with a strategic location will support Indonesian Navy's main duty to carry out the administrative and logistical support. Due to the limitation of Naval Base's condition, feasibility study will be required to relocate the Naval Base. In this feasibility study, a combination of methods between SWOT analysis and Analytical Hierarchy Process (AHP) is used.

The results of the Internal Factors Evaluation (IFE) Matrix Analysis is 4.72 and External Factors Evaluation (EFE) Matrix Analysis is 2.91. In general, the balance of power between the IFE Matrix and EFE Matrix is located in Quadrants I and thus, the Aggressive Strategy is supported. While the Matrix Analysis' result of Internal - External (IE) showed that the score of IFE and EFE located in Quadrant II and VII.

Key words: Feasibility Study, Naval Base, SWOT, AHP

INTERNET SOURCES:

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https://www.researchgate.net/publication/275243112_DELPHI-_SWOT_Tools_Used_in_Strategic_Planning_of_the_Port_of_Manta