

ANALISIS BATAM LOGISTIK EKOSISTEM (BLE) TERHADAP PERKEMBANGAN *FREE TRADE ZONE* (FTZ)

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Abstrak

Batam merupakan wilayah strategis di Indonesia yang memiliki peran penting dalam perdagangan internasional karena statusnya sebagai Kawasan Perdagangan Bebas dan Pelabuhan Bebas dan Free Trade Zone. Letak geografisnya yang dekat dengan Singapura dan Malaysia menjadikan Batam sebagai pusat logistik dan perdagangan utama di kawasan Asia Tenggara. Namun, pengembangan FTZ di Batam masih menghadapi berbagai tantangan, seperti tingginya biaya logistik, proses birokrasi yang panjang, serta lemahnya koordinasi antar lembaga yang terlibat dalam pelayanan logistik. Untuk mengatasi tantangan tersebut, Badan Pengusahaan (BP) Batam meluncurkan Batam Logistik Ekosistem (BLE) pada tahun 2021. BLE merupakan sebuah platform digital yang mengintegrasikan berbagai layanan logistik, mulai dari perizinan, kepabeanan, layanan pelabuhan, hingga pelacakan kargo secara real-time. Penelitian ini bertujuan untuk menganalisis implementasi Batam Logistik Ekosistem (BLE) serta dampaknya terhadap pengembangan FTZ di Batam, khususnya dalam aspek efisiensi logistik dan koordinasi kelembagaan. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data dikumpulkan melalui wawancara dan dokumentasi yang melibatkan perwakilan dari BP Batam, Bea dan Cukai Batam, serta operator pelabuhan. Teori Teori port governance digunakan sebagai kerangka analisis untuk mengkaji peran kebijakan dan kerja sama antar lembaga. Hasil penelitian menunjukkan bahwa penerapan BLE telah meningkatkan efisiensi logistik melalui percepatan proses pelayanan, pengurangan prosedur manual, serta integrasi data antar instansi. Selain itu, BLE juga memperkuat koordinasi kelembagaan, meskipun masih terdapat tantangan terkait kesiapan sumber daya manusia dan penyesuaian regulasi.

Kata kunci: *Batam Logistics Ecosystem, Free Trade Zone, efisiensi logistik, koordinasi kelembagaan.*

ANALISIS BATAM LOGISTICS ECOSYSTEM TERHADAP PERKEMBANGAN FREE TRADE ZONE (FTZ)

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Abstract

Batam is a strategic region in Indonesia that plays an important role in international trade due to its status as a Free Trade Zone and Free Port (FTZ). Its geographical location near Singapore and Malaysia makes Batam a major logistics and trade hub in Southeast Asia. However, the development of the FTZ in Batam still faces several challenges, including high logistics costs, lengthy bureaucratic processes, and weak coordination among institutions involved in logistics services. These problems reduce the efficiency of goods flows and weaken the competitiveness of the FTZ. To address these challenges, the Batam Indonesia Free Zone Authority (BP Batam) launched the Batam Logistics Ecosystem (BLE) in 2021. BLE is a digital platform that integrates logistics services, including licensing, customs clearance, port services, and real-time cargo tracking. This study aims to analyze the implementation of the Batam Logistics Ecosystem (BLE) and its impact on the development of the FTZ in Batam, particularly in terms of logistics efficiency and institutional coordination. This research uses a descriptive qualitative approach. Data were collected through interviews and documentation involving representatives from BP Batam, Batam Customs, and port operators. Institutional Theory is used as the analytical framework to examine the role of policies and inter-agency cooperation. The findings show that the implementation of BLE has improved logistics efficiency by speeding up service processes, reducing manual procedures, and integrating data among institutions. BLE has also strengthened institutional coordination, although challenges remain related to human resource readiness and regulatory adjustment.

Keywords: Batam Logistics Ecosystem, Free Trade Zone, logistics efficiency, institutional coordination.