

ABSTRACT

Ulung Tri Sagitha Setya, 51145136. N, 2018, "The Influence Of Watch Keeping On Port And Physical Fitness On Cargo Handling And Optimization Strategies Of Cargo Handling In MV. Armada Serasi ", Nautika Study Program, Diploma IV Program, Merchant Marine Polytechnic of Semarang, 1st Supervisor: Capt. Ali Imran Ritonga, MM, M.Mar., 2nd Supervisor: Dr. A. Agus Tjahjono, MM, M. Mar. E.,

The purpose of this research is to know the relation of Watch Keeping On Port and Physical Fitness with Cargo Handling, and to determine strategy for optimization in cargo handling in MV. Armada Serasi.

The research method used by the researcher in conveying the problem is the regression method and by generating quantitative data to meggambarkan and describing the object under study, with data collection technique based on questionnaire by using likert scale and documentation. Researchers use validity test, reliability test, normality test, heterokedatitas test, multicollinearity test. The method of analysis used is simple regression analysis, multiple regression and SWOT..

The result of the research shows that (1) Regression coefficient value X_1 is 0.192 so that watch keeping on port has a positive effect on load placement of 19% and is very weak (2) Value of regression coefficient X_2 of 0,578 so that physical fitness has positive effect on placement of cargo of 57% is moderate (3) Regression coefficient value X_1 and X_2 shows that the value of coefficient of determination shown by Adjusted R Square value has a value of 0,509, this means that variable placement of charge can be explained by watch keeping on port and physical fitness of 50.0% and moderate meanwhile the rest is explained by other factors not examined in this study (4) From the SWOT result, the position of placement of load in quadrant II is Diversification with the strategy that is checking periodically can monitor labor performance and Approved Bayplan between ship's side with Foreman.

Keywords: Watch Keeping On Port, Physical Fitness, Cargo Handling.