

## ABSTRACT

GAGUK NUGROHO, Pemilihan Alternatif Produk Dalam Optimasi Pendapatan Badan Pengelola Komplek Kemayoran ( Under the supervision of Izuddin Kartamulia).

Indonesian economy has experienced a severe contraction in 1998 as a result of economic crisis. During the course of the year 1998, a number of indicator pointed out to a more rapid economic slow down. The economy has recorded a negative growth which reach 13%, inflation rate up sharply from 11% in 1997 to 77,6% in 1998 and the exchange rate depreciated sharply against US dollar.

Severe economic contraction and very limited bank financing has significantly influenced the capacity of private sector to invest especially in properties sector. The Kemayoran area ex airport, as a New City area managed by Board of Development Kemayoran Project ( BDKP ), is experiencing a slow down in construction activities in new project as well as on going project.

The Management of Kemayoran area have constructed a new city as an International Trade Center in the area of 420 hectare located in the middle of Jakarta. All the construction in these area was financed by financed non budget fund. The Management of Kemayoran area generate their revenue from operating the land area. There are three types of land operations which are : (i) land renting; (ii) land selling; and (iii) land revenue sharing.

However, due to the slow recovery of the economy and lack of financing for new investment the BDKP still face the problem of generating revenue for financing the increasing maintaining cost of the facilities in the New City. Furthermore, many contractors have abandoned their property which consist of land and unfinished constructions. As the authority of the Kemayoran area, BDKP have the responsibility to protect this area. In order to find the best solution for the declining revenue, the Management of Kemayoran area want to intensify the operation of 90 hectare land. They plan to use the revenue come from the operation as a perpetuate fund that can be used for maintaining all the facilities in Kemayoran city.

The thesis analysis three of land operations using revenue and expenditure data covered year 1989 to 2001 and software TORA as quantitative model of linear programming to find the best combination of land operation which will generate a maximum revenue