

**KAJIAN KINERJA JALAN SEMARANG-DEMAK DAN
PENGARUHNYA PADA AKTIVITAS KAWASAN INDUSTRI GENUK
DI KOTA SEMARANG**

TESIS

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ABSTRACT

The development of Semarang city is supported by many factors. One of them is by founding of industrial activities around of the city. Genuk industrial area is a point industrial centered at northern of Semarang city. Hence, it is a tendency of some difficulties mainly on transportation problem on route of Semarang-Demak which main access to those regions. This important route is sunk in flood and rob (puddle), traffic jam, frazzle street, and business area management which is not considered city administration aspects, its ecology, and economically. From those problems shows some study questioning on performance effect of Semarang-Demak route toward the Genuk industry area activity in Semarang city? The approach method which used in this study is qualitative descriptive. In the approach will count on road capacity of Semarang-Demak route then the street performance is correlated with the industry activity existed and studying toward some factors related with industrial area development.

This study shows that Genuk Industrial area has great potential value reviewed from some supporting factors such as raw material distribution facility, labor supply availability, transportation and communication facilities, market range, proponent policy and its industry location. Nevertheless, the existing of puddle northern the area affects toward distribution process both raw and industrial products of the firm on location.

Reviewing from Semarang-Demak route endorsement toward industry activity of the area yielded that the road has high side resistance. Based performance estimation toward Semarang-Demak route shows that its service classified on F-characteristics on peak hours. This indicated that mainstream on the road is in blocked condition with low velocity and the volume was over-capacity which usually causing traffic jam for long hours. It can be understood that while the observation was conducted on the street is being construction package development of Semarang-Demak Street. Based of these situation can be concluded that the performance of Semarang-Demak street is very affecting toward raw material activities distribution, product and human resource activity on Genuk Industry Area. These influenced forms on delaying both raw material distribution and industrial products \pm 1-2 jam. If it not immediately handled then impact will result on industry productivity itself because raw material logistics which blocked and its industrial distribution.

Some suggestions can be considering to solve these problems such divide traffic stream on Semarang-Demak street by establishing new alternative way/route, search for solution to solve puddle and conducting area structuring around the industry area consistently which growth in fast for trading and service activities which impacts on performance of the road.

Keywords: *road performance, industrial activities*