



**BIJB Kertajati:** World-class transit airports,  
and The 1<sup>st</sup> airport in the world that has a commitment to  
support the local farming

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**Main Title:**

*BIJB Kertajati: World-class transit airports,  
and The 1<sup>st</sup> airport in the world that has a commitment to  
support the local farming*

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<http://www.tintahijau.com/lainnya/in-shoot/13414-foto-antara-petani-dan-kemewahan-bijb-kertajati-majalengka>

# BIJB Goals

## Qualitative Goals



satisfying  
service

## Quantitative Goals



growth in passenger  
numbers

Image:

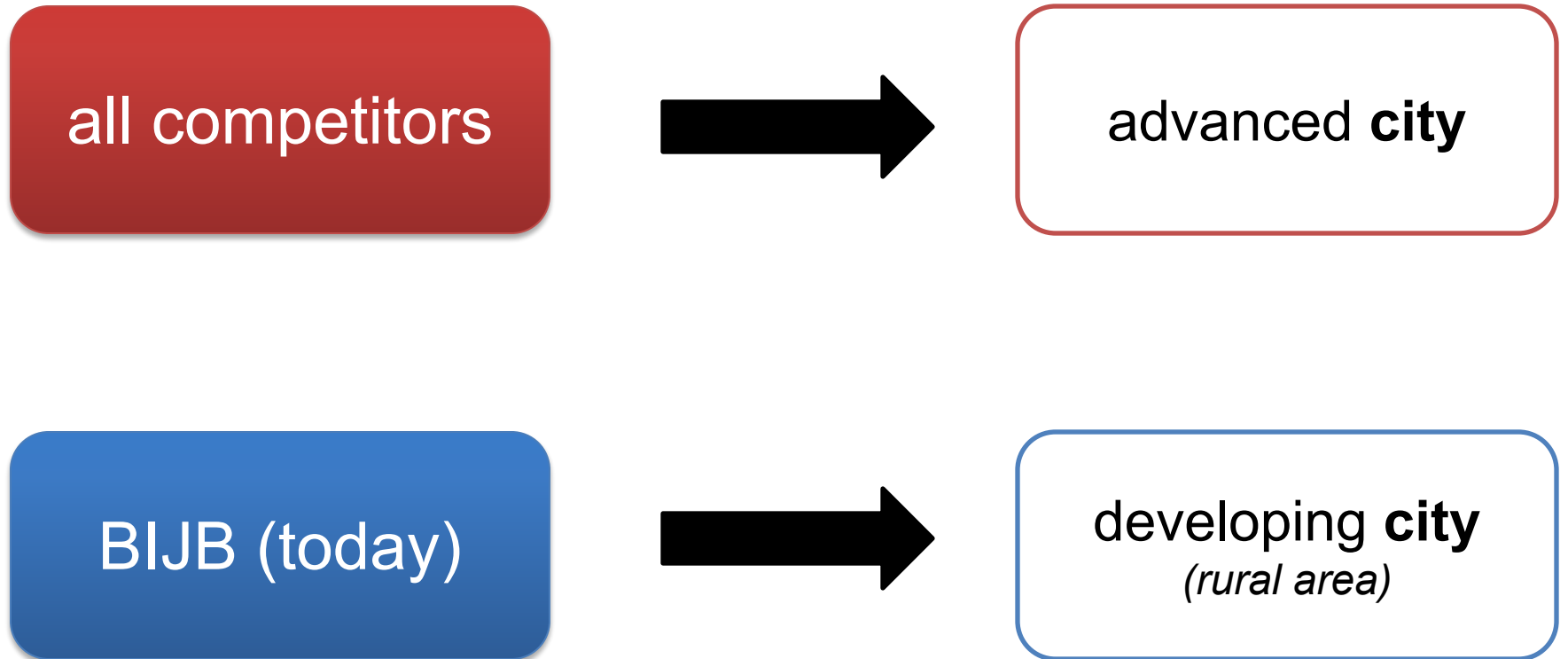
• <http://img.beritasatu.com/cache/beritasatu/910x580-2/1522625956.jpg>

# BIJB Competitors



# Comparison between BIJB and competitors

*(strength factor of location or geographical location)*



# Airport Market Map

*Non-stop and  
Direct Flight*

*Transit Flight*

If we want to win the market of direct and non-stop flights it is difficult. Because the location of BIJB airport isn't in an advanced city, it doesn't have a world class tourist destination, and public transportation infrastructure on land hasn't been well established.

The strategy to win the market is better for us through typical services on transit flights



# Chapter: 1

# world-class transit airports

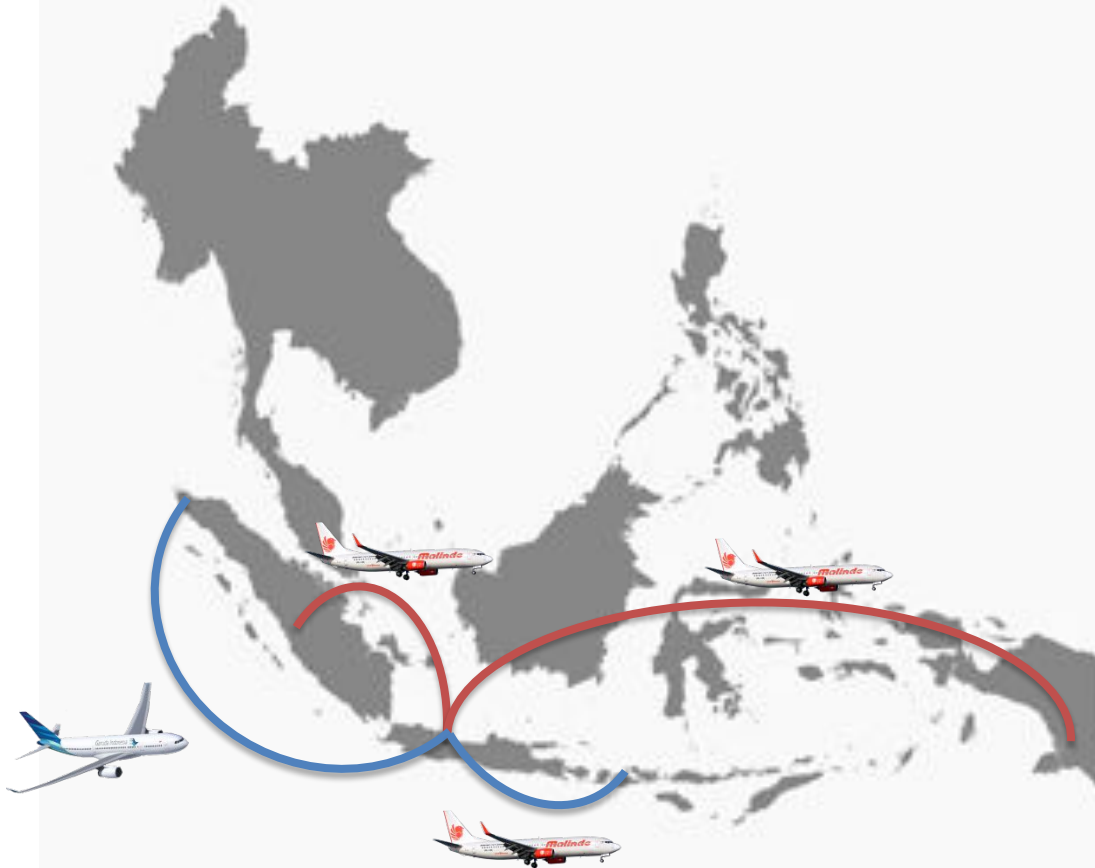
Image: <https://sinarharapan.id/2018/05/bandara-kertajati-beroperasi-jadi-kawasan-aerocity-dan-gerbang-pariwisata/>

# Concept of **world-class** transit airports

- ✓ Service to non-stop and direct flights remains prioritized, it doesn't mean forgetting;
- ✓ This concept is only a characteristic of the BIJB airport's selling value;
- ✓ This concept becomes a differentiator with competitors;
- ✓ This concept is a “lighthouse” strategy to increase sales value;
- ✓ A unique concept, to win the hearts of customers.



# Typical Services on transit flights



Transit flights in this concept include transit flights in one airline (in one ticket sale), and transit flights in person by passengers (different airlines)



**1<sup>st</sup> Indonesia's Best  
Airport for Transit  
Passengers**



**1<sup>st</sup> World Best  
Airport for Transit  
Passengers  
(Skytrax)**

# The best airport service for transit flights



baggage handling  
service is very good



on time service



help assistant is  
ready to excellent



security and safety  
are priority



make it easy for  
everyone



no additional fees



full service for  
disabled people



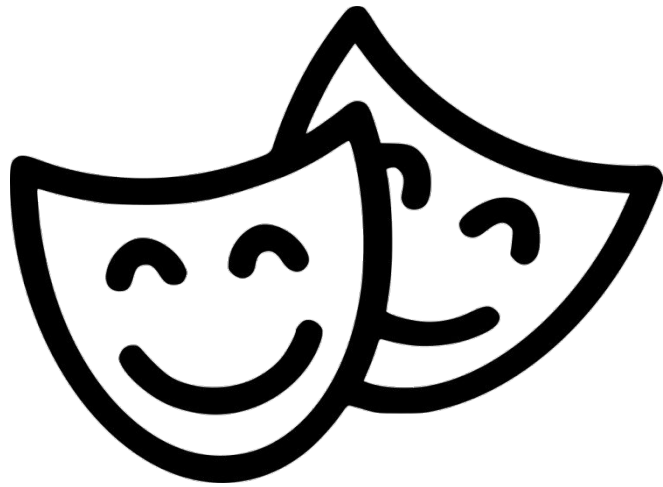
keep working and  
stay connected



all needs are  
available



fun and not boring



How to  
make  
passengers  
happy and  
not bored?

# How to make passengers happy and not bored?

For Example:



“KJTcitytour”

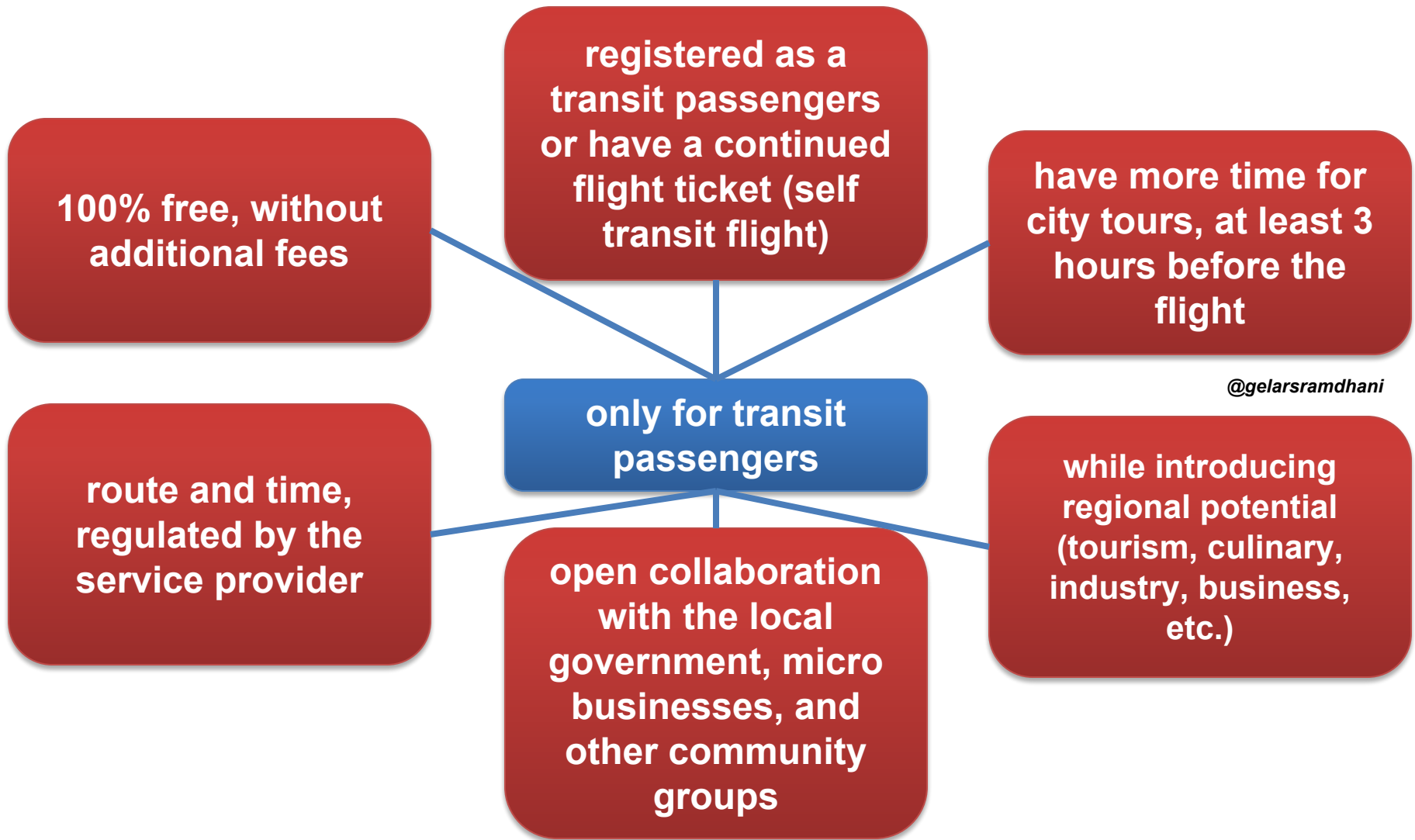
a concept that provides city tourism services to transit passengers. City tourism services provide a unique experience for transit passengers, while introducing regional potential (tourism, culinary, industry, business, etc.)



Image:

- <http://rentalhiacedibandung.com/>
- <https://www.barcelona-tourist-guide.com/en/tour/barcelona-city-tour-bus.html>

# Concept simulation of KJTcitytour



## Chapter: 2

**The 1<sup>st</sup> airport in the world that has a commitment to support the local farming**





## **Agricultural Tourism**

It's a concept that collaborates between world-class airport transit services and the airport supports local farmers

# Farm is a best destination for **KJTcitytour**

Agricultural tourism, Transit passengers are invited to adventure, while introducing agricultural potential around the BJB airport (Majalengka Regency).



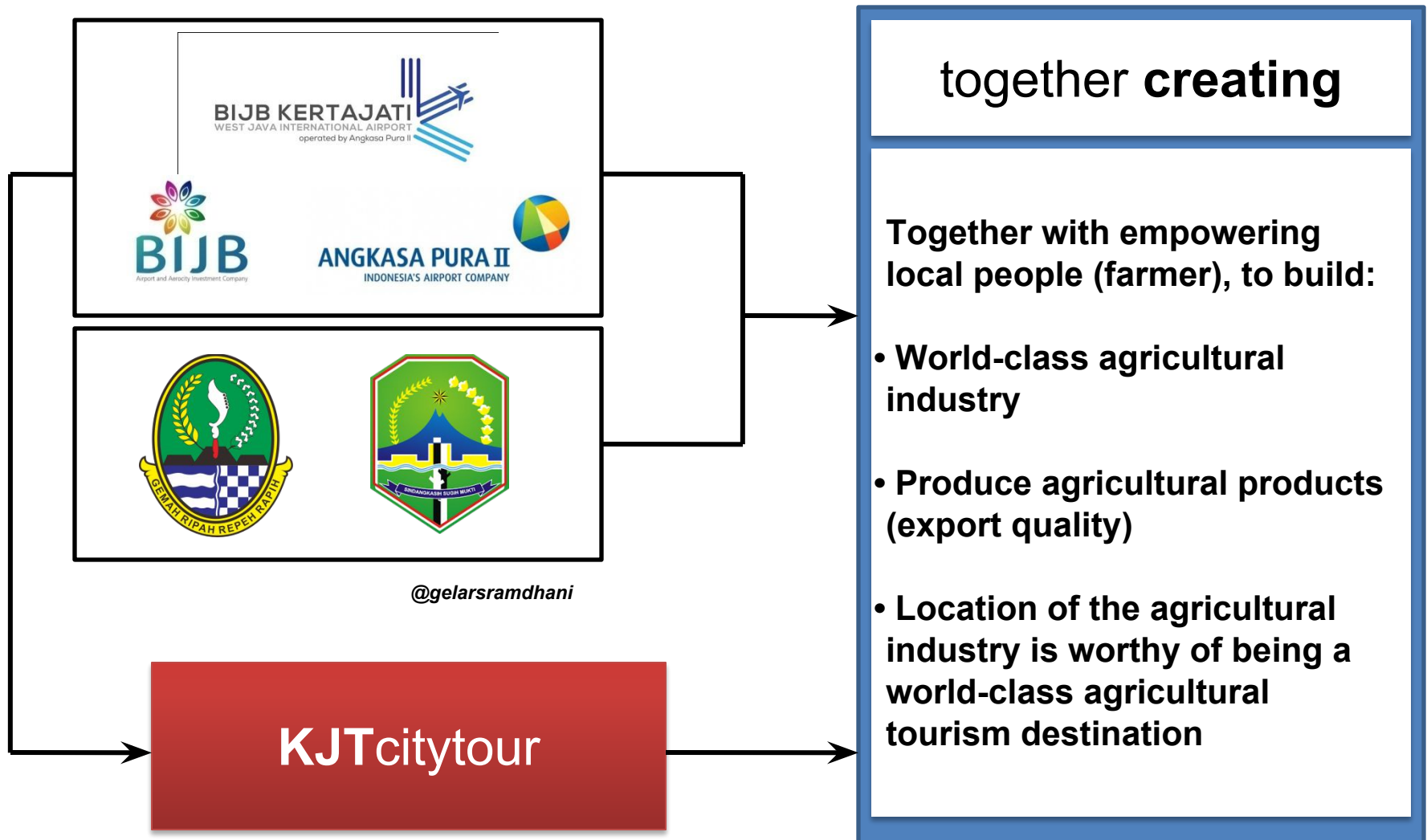
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Image:

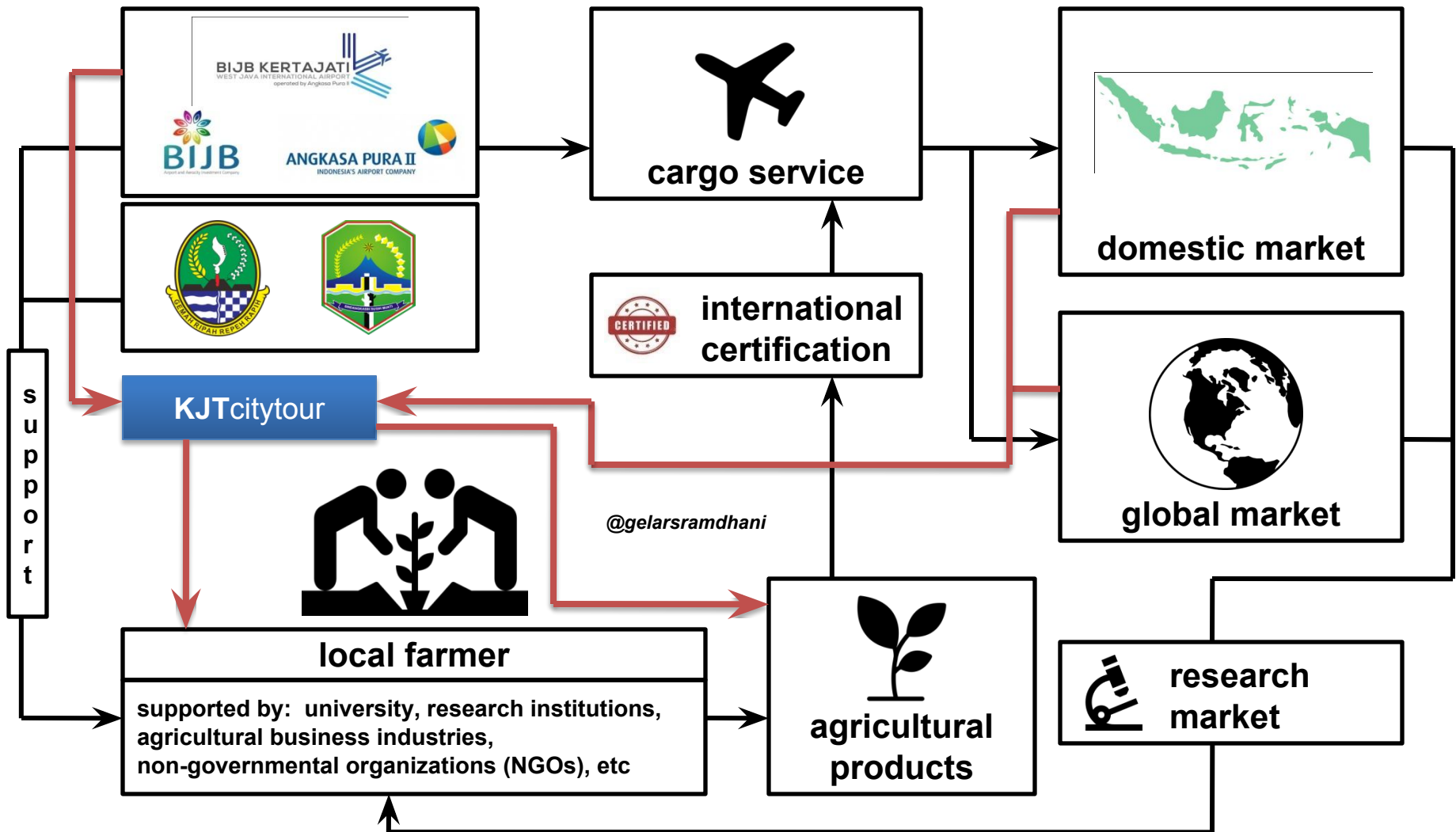
- <http://www.wisatajabar.com/2016/01/berwisata-ke-terasering-panyaweungan.html>
- <https://handritea.wordpress.com/2013/11/15/gedong-gincu-cirebon-punya-khas-sendiri/>
- <https://www.kata.co.id/Pertanian/Budidaya-Bawang-Daun/522>



# Conceptual framework for a shared future



# Long-term business goals



# Why build an agricultural industry?

- Human population in the world continues to increase
- Agricultural products are a major human need
- Indonesia, especially West Java is a very good agricultural area
- The human population is increasing, agricultural product needs are increasing, the market demand will increase. But agricultural land in the world, today is decreasing, supply will decline. When demand increases, but supply decreases, this is a huge economic opportunity
- Collaboration between the agricultural industry and the aviation industry is a very effective combination

# Why build an agricultural industry?

- Agricultural industry, is very environmentally friendly
- Open employment opportunities, and grow the economy of the local community
- Show to the world that Indonesia is the center of the future agricultural industry

# Agricultural business opportunities

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## Kementan Targetkan Ekspor 15 Ribu Ton Bawang Merah Tahun ini

Kompas.com - 13/08/2018, 06:22 WIB



<https://ekonomi.kompas.com/read/2018/08/13/062200626/kementan-targetkan-ekspor-15-ribu-ton-bawang-merah-tahun-ini> (published on August 13, 2018)

# Agricultural business opportunities



The screenshot shows the top navigation bar of the Kontan.co.id website. The logo 'Kontan.co.id' is on the left, followed by a search bar with the placeholder text 'Masukkan kata kunci quote/berita'. To the right are three magazine covers and a 'LANGGANAN KORAN' button. Below the navigation bar is a menu with categories: INVESTASI, NASIONAL, INDUSTRI, PELUANG USAHA, KEUANGAN, INTERNASIONAL, REGIONAL, LIFESTYLE, DATA, and LAINNYA. A status bar displays the date 'Rabu, 29 Agustus 2018 | 14:07 WIB' and various market indicators like 'INDIKATOR | 14.664 SUN 94,68 ↑ 0,07%' and 'EMAS 597.932 ↓ -0,50%'. The main content area features a large grey placeholder box. Below it, the article is categorized under 'INDUSTRI / AGRIBISNIS' with the headline 'Ekspor buah tropis asal Indonesia diprediksi semakin manis'. The article date is 'Selasa, 14 Agustus 2018 / 18:07 WIB'. A social sharing bar shows '35 SHARED' and icons for Facebook, Twitter, Google+, RSS, and a button for 'INDEKS BERITA'. A 'TERPOPULER' section on the right lists two items: '5 Negara dengan Pajak Penghasilan tertinggi di Dunia' and 'Simak rekomendasi teknikal saham BBRI'. A banner image at the bottom shows a market stall with various goods.

<https://industri.kontan.co.id/news/ekspor-buah-tropis-asal-indonesia-diprediksi-semakin-manis> (published on August 14, 2018)

# Agricultural business opportunities

**Anto Kurniawan**  
Reportase

Maksimalkan BUMDes,  
Aspekindo dan BNI  
Tekan MoU

Dukung  
Pengembangan  
Bandara, BTN  
Kucurkan Kredit ke AP  
II Rp1 T

Holding Migas Bikin  
Pertamina Miliki  
Jaringan Pipa Gas  
Terbesar

## Mangga Harum Manis Merambah Qatar

**Anto Kurniawan**

Minggu, 12 November 2017 - 21:42 WIB



### TERPOPULER

- 1 Kena Sanksi, Negara-negara ini Bentuk Blok Anti-Dolar AS
- 2 Perang Dagang, AS-China Sama-Sama Merasa di Atas Angin
- 3 Hotman Paris: APT Tidak Punya Hak Menggugat Karena Bukan Pemilik Saham BFI
- 4 Atasi Perang Dagang, Trump Kucurkan Rp174,6 Triliun ke Petani AS

<https://ekbis.sindonews.com/read/1256731/34/mangga-harum-manis-merambah-qatar-1510485602> (published on November 12, 2017)

# Agricultural business opportunities

**TribunJabar**.id Metro Bandung Jabar T Rabu, 29 Agustus 2018 Cari Network f t g+ r Login

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## Ekspor Sayuran ke Singapura Ini Pakai Sistem Baru, Sudah Diperiksa Sejak dari Kebun di Lembang

Kamis, 23 November 2017 21:42

Laporan Wartawan Tribun Jabar, Mumu Mujahidin

TRIBUNJABAR.CO.ID, LEMBANG - Balai Besar

berita POPULER

Suaranya Pelan, Rhoma Irama Keceplasan Tanya Siapa Nella Kharisma...



<http://jabar.tribunnews.com/2017/11/23/ekspor-sayuran-ke-singapura-ini-pakai-sistem-baru-sudah-diperiksa-sejak-dari-kebun-di-lembang> (published on November 23, 2017)



# Majalengka Agriculture Industry in the Future



Image:

- <http://www.abc.net.au/news/2015-11-02/greenhouse-worker-at-green-camel/6904674>
- <https://images.wisegeek.com/green-house.jpg>

# Majalengka Agriculture Industry in the Future



Image:

- <https://customsnews.vn/fruit-and-vegetables-export-us-25-billion-and-higher-1601.html>
- <http://www.freshplaza.es/article/66572/EE.UU.-Con-el-kit-Simply-Asian-de-Fresh-Directs-es-f%E1cil-hacer-salteados-fritos-de-verduras>

# Majalengka Agriculture Industry in the Future



@gelarsramdhani

Image:

• [https://cdn2.trend.az/media/pictures/2013/07/26/cargo\\_airport\\_260713.jpg](https://cdn2.trend.az/media/pictures/2013/07/26/cargo_airport_260713.jpg)

# Some airports in the world, which are friendly to agriculture



Image:

[https://en.wikipedia.org/wiki/Kelowna\\_International\\_Airport#/media/File:Kelowna\\_Airport.jpg](https://en.wikipedia.org/wiki/Kelowna_International_Airport#/media/File:Kelowna_Airport.jpg)

**Kelowna International Airport (IATA: YLW)**, is a Canadian airport located approximately 10 minutes or 6.2 nautical miles (11.5 km; 7.1 mi) northeast of Kelowna, British Columbia, Canada, on Highway 97.

Kelowna International Airport has a commitment to be friendly to agriculture with the The Farm to Flight™ program.

The Farm to Flight™ program is a partnership between the Kelowna International Airport (YLW), Skyway Group, Sysco Kelowna, and De Simone Farms Ltd. The program is designed to provide travellers with fresh, quality fruit they can take on the airplane to anywhere in Canada.

(source:

<https://ylw.kelowna.ca/passengers/shops-services/farm-flight>)

# Some airports in the world, which are friendly to agriculture



<https://www.npr.org/sections/thesalt/2015/10/20/449213657/farm-to-air-why-jetblue-is-farming-at-a-new-york-airport>

**John F. Kennedy International Airport** (IATA: **JFK**) is the primary international airport serving New York City. It is the busiest international air passenger gateway into North America

JetBlue Airlines confuses growing potatoes and other products at John F. Kennedy International Airport in New York. Located at terminal 5 of the John F. Kennedy International Airport

(source:

<https://www.npr.org/sections/thesalt/2015/10/20/449213657/farm-to-air-why-jetblue-is-farming-at-a-new-york-airport>)

# Direction of airport development

Past paradigm	New paradigm
Airport construction will destruction the local farmer	<ul style="list-style-type: none"><li>✓ BIJB airport is the leader, in order to show the world, that Indonesia is an agricultural country</li><li>✓ BIJB Airport shows the world that local agriculture is not a barrier, but an opportunity to win global competition</li><li>✓ BIJB Airport shows great commitment to local agriculture in Indonesia, especially West Java</li></ul>

***“Agriculture is not the past, but the future of human civilization” (Gelar S. Ramdhani)***

# *Hatur Nuhun*

Mugia maslahat tur masihan mangpaat  
pikeun karahayuan lemah cai urang sarereana

- Gelar S. Ramdhani -



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/gelarsramdhani



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