

ABSTRACT

INFORMATION SYSTEM STRATEGIC PLANNING USING THE WARD AND PEPPARD METHOD (CASE STUDY: TOURISM OBJECT OF LIMPAKUWUS BATURADEN PINUS FOREST)

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Currently, Information Systems (IS) play an important role in the business success of an organization. Therefore, it is not surprising that organizations are currently paying more attention to the use of information technology as a business strategy. The Limpakuwus Pine Forest Nature Tourism Object is a popular tourist attraction in the City of Banyumas which has comfortable and cool air. The Pine Forest Nature Tourism Object is managed by Perum Perhutani, the Banyumas Timus Forest Management Unit and the Forest Village Community Institute (LMDH) Ardi Rahayu which is located in inaugurated on December 15 2018 based on the Decree (SK) of the Head of the Central Java Regional Division, the Limpakuwus Pine Forest Nature Tourism Object has games and outbound rides. Use of Technology and Information Systems in the Limpakuwus Pine Forest Natural Tourism Object, namely the use of an E-Ticketing Information System that is still offline to order tickets. However, currently there are many Tourist Attractions that have utilized the potential of integrated Information Technology and Systems to support their business. In its application, the Information System used is still not integrated and still requires an Information System to support the business, because the Limpakuwus Forest Tourism Object still applies E-Ticketing offline. Therefore, this research was conducted to produce an Information Systems strategic plan to support the implementation of integrated IS/IT. The method in this study used qualitative methods using Ward Peppard Information System Strategic Planning analysis. The scope of analysis in this study is an analysis of the internal/external business environment and an analysis of the internal/external IS/IT environment which then produces an IS/IT strategy and future application portfolio. The results of this study are in the form of an information system strategic planning document called RENSTRA IS/IT. The purpose of this study is to determine business strategy IS business strategy, IS management strategy, information technology, information systems strategy, IS recommendations, and future applications. This study uses SWOT, TOWS, Value Chain, Critical Success Factors, Balanced Scorecard and McFarlan's grid strategy analysis.

Keywords: Nature, Qualitative, Strategic Planning, Information Systems, Ward Peppard