

## ***Abstract***

*The growth of Indonesia's economic activity over the past few years has increased well. One of the things that shows economic activity in Indonesia is the increasing number of companies in Indonesia. With the increasing number of companies in Indonesia, the competition is getting stronger. Therefore, it is necessary to develop the right strategy for the company. A strategy that harmonises business interests with SI/IT interests to prevent being left behind. One method for formulating company strategy is Ward and Peppard. This method combines internal and external analysis of the business environment and the company's SI/IT environment. In this study, the analysis to formulate company strategy using SWOT, McFarlan, PESTEL, Value Chain, Five Force model. The result of this research is to produce a document in the form of a future portfolio that can be used as a basis for SI/IT development in the company. A new strategy was obtained in the form of procuring new applications, namely SI CRM and SI asset management for SI strategy. Then obtained recommendations for SI / IT management strategies by selling as many products as possible throughout Indonesia and optimising the quality of human resources in accordance with their respective fields by providing training in accordance with their fields. In the IT strategy recommendations, it is proposed to use more cloud computing technology to help companies shorten existing business processes and add company PCs / laptops.*

*Keyword: Ward and Peppard, SWOT, McFarlan, PESTEL, Value Chain, Five Force model*