

ABSTRACT

STRATEGIC PLANNING OF INFORMATION SYSTEMS AT UD. LAUT BIRU PERKASA USING WARD AND PEPPARD METHOD

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UD. Laut Biru Perkasa is an individual business engaged in the sale and purchase of marine catches and marine catch storage services located at the Cilacap Ocean Fishing Port (PPSC) Pier 3 Complex, Karangmulia, Tegalkamulyan, South Cilacap District, Cilacap, Central Java. The problem faced by UD. Laut Biru Perkasa Cilacap is experiencing problems in data integration, investment in SI/IT does not support the company's business objectives, and SI/IT investment is less useful because there is no guidance in prioritizing SI/IT projects. This study aims to produce an Information Systems Strategic Planning document for UD. Laut Biru Perkasa Cilacap using the Ward and Peppard Method. This method was chosen because it is able to help produce strategic proposals through various analysis tools such as SWOT, Value Chain, Porter's Five Forces, PEST, MC Farlan's Strategic Grid, and Critical Success Factors (CSF) analysis. The result of this research is an information system strategic planning document that serves as a guide for information system implementation to overcome data integration problems, IT investments that do not support the company's business objectives, and IT investments that are less useful at UD. Laut Biru Perkasa Cilacap. The document contains 6 proposed SI strategies, 2 IT strategies, and 16 proposed management strategies.

Keywords : Information Systems Strategic Planning, Ward and Peppard, Information Technology Portfolio Document