

## **ABSTRACT**

*Batik is a work of art that takes a long time to make. The steps of making batik start from the stage of pouring ideas, making sketches, the design process, drawing patterns, the canting process, coloring, melorod, and finally the finishing stage so that it becomes a batik cloth. One example of a batik company that exists, especially in Sokaraja, Banyumas Regency is Anto Djamil Batik House. Rumah Batik Anto Djamil has obstacles in its business processes, the obstacles are in the form of SI/IT not being used optimally and IS/IT not yet integrated with each other. Efforts to overcome the obstacles that exist within the company, an IS/IT strategic plan is needed that is right on target, which is based on the current situation in the company. The purpose of making an IS/IT strategic plan itself is to integrate business operational objectives with IS/IT strategic objectives in the company. The ward and peppard method is used in IS/IT strategic planning to manage obstacles that can hinder the company's operations because ward and peppard focuses on business needs within the company and has clear and precise strategic steps. McFarlan Strategy Grid, Value Chain, CSF, and SWOT analysis are analyzes that will later be used for IS/IT strategic planning in this research. The IS/IT strategic planning document is the result of this research. The IS/IT strategy planning document contains recommendations related to IS/IT business strategies, IS management strategies, and IT strategies that can be applied by Anto Djamil Batik House for five years from 2022-2026.*

**Keywords:** *Perencanaan Strategis SI/TI, Rumah Batik Anto Djamil, SWOT, Ward and Peppard*