

ABSTRACT

STRATEGIC PLANNING OF INFORMATION SYSTEM AT PT. HABLUN CITRAMAS PERSADA PURWOKERTO USING *WARD AND PEPPARD* METHODS

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PT. Hablun Citramas Purwokerto Persada which operates in the field of Telecommunications Services having its address at Jln. Prof. M. Yamin No. 17 G, Windusara, Karanglesem, Purwokerto. The problems being faced by PT. Hablun Citramas Purwokerto Persada is experiencing problems in data integration, investment in IS/IT does not support the company's business goals and less useful IS/IT investment for organizations because the company does not have a guideline for determining priority of IS/IT projects. The purpose of this research is to produce an Information Systems Strategic Planning document at PT. Hablun Citramas Persada Purwokerto Using the Ward and Papperd Method. The research method uses Ward and Paperd which can help generate strategic proposals with the help of tools, namely SWOT analysis, Value Chain, Porter's Five Forces, PEST and MC Farlan's Strategic Grid and Critical Success Factors (CSF) analysis. The results of this study are to produce information system strategic planning documents that can be used as guidelines for implementing information systems to overcome problems in data integration, investment in IS/IT does not support the company's business goals and the use of IS/IT investment in PT Hablun Citramas Persada Purwokerto is not useful. with 5 proposed IS strategies, 1 IT strategy and 21 proposed management strategies.

Keyword : Strategic Information System Planning (SISP), Ward and Peppard, IT Portfolio Docume