

ABSTRACT

IS/IT STRATEGIC PLANNING USING WARD & PEPPARD METHOD (CASE STUDY : STIKES BINA CIPTA HUSADA)

By

Siti Nur Amalia

18103091

Sekolah Tinggi Ilmu Kesehatan Bina Cipta Husada (STIKes BCH) is a private higher education institution in Purwokerto, established since 2005. There are six fields in STIKes BCH, namely Education, Student Affairs, Research and Community Service, Governance and Quality Assurance, Resource Management, and Cooperation and Information Systems. In its operation, STIKes BCH has implemented information system, but the existing system is not yet integrated with the information system in different units, causing data redundancy and slow operational processes, which affects student services. IS/IT Strategic Planning is needed to support strategic activities at STIKes BCH, because the lack of planning in the IS/IT development process can also hinder the organization in achieving the established business strategy. Therefore, this research is focused on IS/IT Strategic Planning. Which aims so that the output or results of this research can be used as a guide in the next 5 years, so that STIKes BCH can improve service quality and competitive value in competitive educational institutions. This IS/IT Strategic Planning is made using the Ward & Peppard method. This method is chosen because it has the advantage of having relatively complete analysis tools, not just focusing on IS/IT conditions, but also considering internal and external business conditions, as well as IS/IT management. Some tools used to support the IS/IT strategy formulation are SWOT and Value Chain for analyzing the internal business environment, PEST and Porter's Five Force Model for analyzing the external business environment, McFarlan's Strategic Grid for analyzing the internal IS/IT environment, IS/IT Trend Analysis for analyzing the external IS/IT environment, and CSF for strategy formulation. The result of this research is the IS/IT strategy recommendation for STIKes BCH. This IS/IT Strategy consists of Business IS Strategy, IT Strategy, and IS/IT Management Strategy. There are 4 applications of information systems that need to be updated or developed and 8 applications that need to be built to support business processes at STIKes BCH. Regarding the IT Strategy, improvements on network service and the development of learning media technology with IoT and AI are needed. As for the SI/IT Management Strategy, the recruitment of IT human resources and the formation of an IT Division, training related to information systems, and the addition of IT skills qualifications in every employee recruitment are needed.

Keywords: IS/IT Strategic Planning, IT Strategic Plan, Ward & Peppard, Application Portfolio, IT Masterplan.