

ABSTRACT

INFORMATION SYSTEM STRATEGIC PLANNING USING BE VISSTA PLANNING (BVP) METHODOLOGY IN ASRAMA HAJI EMBARKASI BANJARMASIN

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The need for information systems for efficiency and effectiveness in business operations continues to increase every year. The high use of information systems and information technology (IS/IT) and the pressure to utilize technology assets have led to an increase in the need for Information Systems Strategic Planning (ISSP) in companies and organizations. Asrama Haji Embarkasi Banjarmasin is one of the Hajj Embarkation Hostels in Indonesia that specifically has the task of serving pilgrims and Hajj Officers of South Kalimantan and Central Kalimantan Provinces, as well as the wider community in general. Several business processes and services at Asrama Haji Embarkasi Banjarmasin are still carried out manually and have not utilized the role of information technology. This leads to a lack of efficiency in business processes and missed opportunities. Asrama Haji Embarkasi Banjarmasin has plans to automate several services, innovate, and improve quality to the equivalent of a 3-star hotel supported by the use of IS/IT in the next few years. To maximize the use of IS/IT in harmony with the target business organization, an Information Systems Strategic Plan (ISSP) is required. This study aims to compile IS/IT strategy planning documents using the Be Vissta Planning method. The Be Vissta Planning methodology includes: Phase 1: Analysis of business and organizational needs; Phase 2: Setting targets for IS/IT; Phase 3: Determination of IS/IT strategy; and Phase 4: Implementation Plan, where each phase has several other sub-phases. The analytical methods used in this study include SWOT analysis, value chain analysis, Critical Success Factor (CSF), PEST, McFarlan's Grid Application Portfolio, and Porter's Five Forces Competitive Model. To determine the priority of the proposed IS/IT project, the business domain and technology domain analysis method is carried out using Information Economics. This research resulted in seven search information systems to meet organizational information needs and five search infrastructure fulfillment.

Keywords: Be Vissta Planning, CSF, ISSP, ,IS/IT Strategy, SWOT