

**STRATEGIC PLANNING OF INFORMATION SYSTEM AND
INFORMATION TECHNOLOGY USING WARD AND PEPPARD
METHODS IN PT SWADAYA GRAHA**

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ABSTRACT

The rapid development of technology has affected human activities in various fields, one of which is in business. Information Systems (SI) which are supported by Information Technology (IT) are one of the strategic tools chosen by many companies to help retain their customers and as a tool to increase the company's competitiveness. In the face of increasingly fierce business competition and changing business environments, companies need to have an IS / IT strategic plan to plan the use of IS / IT in line with the business strategy and company development to meet the needs of IS / IT in the future.

PT Swadaya Graha is a commercial company engaged in construction and fabrication services. The profits obtained by the company are sourced from customers who use the services of PT Swadaya Graha, so customer satisfaction can affect company profits. Therefore, PT Swadaya Graha always makes the best efforts to meet the requirements of its customers and consistently conducts continuous improvement programs, one of which is in the field of IS / IT. In investing in IS / IT, proper planning is needed so that the IS / IT that is implemented can increase the company's profit. In the business process, almost all have used SI. However, there is no formal document on the SI / IT work plan that is in line with the company's vision and mission. In addition, in meeting the needs of business competition and the needs of the company's IS / IT development, PT Swadaya Graha needs to have an IS / IT strategic plan. In its preparation using the Ward and Peppard model, and the tools used are: Value Chain, Porter's Five Force Model, McFarlan Strategic

Grid, SWOT, and Balanced Scorecard. SI / IT strategic planning produces SI business strategies, IT strategies, IS / IT management strategies and future application portfolios.

Keywords: Strategic Planning IS/ IT, Ward and Peppard Model, PT Swadaya Graha

