

Planning Strategy Information System and Information Technology (IS/IT) on SMEs in Palembang (Case Study: Zaenal Songket)

Nyimas Sriwihajriyah, Dedi Rianto Rahadi,
Ahmad Haidar Mirza

Master of Information Technology
Bina Darma University
e-mail: ce_pooh25@yahoo.co.id
e-mail: dedi1968@yahoo.ac.id
e-mail: haidarmirza@yahoo.com

Abstract

Zaenal Songket is an industry engaged in the traditional songket Palembang . Along with the development of the industry , plans to expand its business Zaenal Songket supported by the IS / IT applications use the proper form . Management has sought to implement the IS / IT simple , but because there is no proper planning , the implementation does not meet the needs of its business processes . This study aims to make planning applications for Zaenal Songket portfolio in accordance with the business strategy and needs . This application portfolio planning will begin with the identification of business conditions and the IS / IT internal and external , PEST analysis is then performed , PORTER , SWOT and McFarlan to examine the current state . The results of this mapping is a form of potential information system needs . The results of this study in the form of a plan suggested application portfolio to be developed so as to support business processes and in accordance with the business strategy Zaenal Songket.

Keywords : *Strategic Planning, Strategic Information Systems, PEST, PORTER, SWOT, McFarlan, Ward and Peppard, SMEs*

1 INTRODUCTION

Currently most organizations depend on the system information (SI). Business processes can not be separated again from the information technology (IT). In the management of information systems and information technology (IS / IT) strategically, then the knowledge of understanding the role of technology-based information systems in organizations is helpful in supporting the management. Communication and Information Technology is a medium that is capable of bridging and provide an opportunity for the shaping of existing SMEs to become more powerful in the global competition. By utilizing media websites for example

SMEs can market their products to the wider use of foreign or supply chain management in an SME that can cut through the distribution chain. Presence of Small and Medium enterprises (SMEs) have a very important role in realizing the economic and industrial growth of a country . In Palembang economic growth derived from the contribution of SMEs . In addition to contributing to the local revenues also contributed to employment opportunities . Where SMEs can absorb quite a lot of manpower . Economical conditions globally , requires SMEs to make changes in a comprehensive manner in order to increase their competitiveness. One important factor that will determine the competitiveness of SMEs is the application of information technology (IT). One famous SME Industry is Zainal Songket Palembang . SMEs are engaged in the craft songket songket weaving a hallmark of the city of Palembang . Although woven ” Zainal Songket ” is already well known to foreign countries but the use of information technology (IS / IT) is not integrated with each other so as not dimanfaatkan optimally by the other party . In addition , SMEs require the development of IS / IT in order to improve service to customers in line with the development of the expanding business .

The purpose of the Information Systems Strategy Formulation Zaenal Songket is as follows:

1. Perform analysis of internal and external capabilities to find the factors that became strengths /weaknesses and opportunities / Treaths Zaenal Songket in SI / IT business processes to compete in the industrial world.
2. Formulate Proposed Planning Information Systems / Information Technology (IS / IT) is able to support the Strategic Business Zaenal Songket, both now and in the future.

The study was conducted in Zaenal Songket. The research was conducted by analyzing the factors that affect the development in Zaenal Songket, both internal and external factors. PEST analysis is external, and the 5-forces Potter while internal analysis SWOT and TOWS matrix is to produce an upcoming Application Portfolio Planning (Mc-Farlan) based business strategy Zaenal Songket.

In the framework of this research will MC Farlan used to map the strategic grid based applications SI contribution to the organization . The mapping is done in four quadrants (strategic , high potensial , key operations and support) . The mapping results obtained from the description of an application SI contribution to the organization and development of the future.

1.1 Research Hypothesis

The hypothesis in this study are as follows :

1. To force it indicates that the SME name already known to the public Zaenal Songket Palembang, owned his own gallery with a business license, and the strategic location of the business and have some reliable workforce.
2. Weakness factor, Use of information systems (Web) Zaenal Songket is still not integrated, such as computer support facilities are still inadequate and the cost is relatively expensive compared to other businesses.
3. For opportunities of SMEs Zaenal Songket government support for this songket business, maintain consumer confidence, and establish connections with other partners.

4. Threat factors, the presence of songket gallery of other areas that sell various kinds of cloth weaving songket particularly well, and the inclusion of retail entrepreneurs to trading houses and goods from abroad are relatively cheap compared to the price of domestic products is a challenge for our entrepreneurs.

2 RESEARCH METHODOLOGY

The method used in this study are as follows:

1. Observation is a direct observation of an object to be studied in a short time and aims to directly observe the conditions of services provided Zaenal Songket.
2. The method is done by studying the books that support, including literature and writing about things that support the completion of the thesis. Also learn from other data sources such as from
3. Distribute questionnaires or questionnaire , to be filled by the staff / employees

3 OVERVIEW OF OBJECTS AND OUTCOMES RESEARCH

3.1 Analysis of Internal and External Factors with IFAS and EFAS

The stages in preparing the tables Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) to determine which factors into Strength and Weakness Zaenal Songket Palembang, then give the weight of each factor on a scale ranging from 0.0 (not important) to 1.0 (very important) in which all the weights not exceeding a total score of 1.00. Counting twig for each factor to provide a scale ranging from 1 (below average) to 4 (very good). Value twigs strength and weakness are always contradictory, so does the opportunity and Threat.

- Matrix Internal Factor Analysis Summary.

From the analysis, Internal factors have a Strength score of 1,871 was the total value of Weakness has a total score of 1,214 . This shows that the highest value for the strength it showed that SMEs name already known to the public Zaenal Songket Palembang , owned his own gallery with a business license , and the strategic location of the business and have some reliable workforce .While the views of the weakness factor , Use of information systems (Web) Zaenal Songket is still not integrated , such as computer support facilities are still inadequate and the cost is relatively expensive compared to other businesses . As with the Internal Strength , then the external strategic factors Strength also be identified that result.

- Matrix External Factor Analysis Summary.

From the analysis in Table 4.5. Internal factors Opportunities (opportunities) has a total score of 2,144 was Threats have total score of 0842. This shows that the highest value for the opportunities of SMEs Zaenal Songket government support for this songket business, maintain consumer confidence, and establish connections with other partners. While the views of the threats, the presence of songket gallery of other areas that sell various kinds of cloth weaving songket particularly well, and the inclusion of retail

| Internal External | Strength (S) | Weakness (W) |
|----------------------|----------------------------|----------------------------|
| | Strategi (SO) : | Strategi (WO) : |
| Opportunity (O) | $= 1.87 + 2.14$ $= 4.0$ | $= 1.21 + 2.14$ $= 3.3$ |
| Threat (T) | $= 1.87 + 0.84$ $= 2.7$ | $= 1.21 + 0.84$ $= 2.0$ |

Figure 1: Combination Strategy Formulation SWOT matrix

entrepreneurs to trading houses and goods from abroad are relatively cheap compared to the price of domestic products is a challenge for our entrepreneurs.

From the analysis , the most appropriate alternative used by Zaenal Songket Palembang to keep improving the services that ultimately effective strategy formulation obtained is SO strategy is a strategy of using Strength opportunities to take advantage of the company are:

1. Improving the quality and the quality of the product .
2. Striving for operational resources as employees of a company determines the potential of the company .
3. Strengthening consumer confidence

Based on the results of the SWOT analysis Zaenal Songket has the power that can be used on a particular strategy and take advantage of the right opportunities and at the same time minimizing or avoiding the weaknesses and threats. This position is very profitable companies with improving the condition of above-average ability to Zaenal Songket can control existing competitors as well as a fairly strong competitor . In view of the marketing concept is simple and intuitively an interesting philosophy . The company's goal is achieved through consumer decision that was obtained after the needs and desires of consumers are consumed by products produced by the company.

4 CONCLUSION

Based on the description that has been presented in the previous chapters, so in this chapter can be put forward some conclusions, namely :

1. Based on internal and external analysis of the company and the Cartesian diagram can be obtained that the main strategy is Zaenal Songket Palembang Growth strategy (development) where Zaenal Songket Palembang can develop products to foreign countries , as well as the production of high quality produce.

2. Based on the SWOT matrix we can conclude several important factors in the development of Zaenal Songket through consideration of internal and external factors which could be beneficial to the progress of Zaenal Songket
3. Through PEST analysis shows that the political threat, a government policy to set rules on industrial enterprises, as well as the instability of legislation that impact on business implementation songket industry.
4. With the proposed framework for strategic planning of IS / IT , SMEs can find out the important factors required in developing an information system that is aligned with the strategic plan of the organization.
5. Environmental analysis of the results of the IS / IT Internal need to develop and manage information systems (IS) UKMI through IT -based communication networks.
6. Based on the analysis of internal IS / IT then can be mapped applications that exist today in Zaenal Songket.

4.1 Suggestions

1. Short-Term
 - (a) To enhance the development Zaenal Songket , then do improve the quality of existing production quality , breadth of knowledge that will attract new customers , and strive for operational resources as employees of a company determines the potential of the company .
 - (b) Expected to Zaenal Songket parties to immediately implement applications - applications that became operational in key Zaenal Songket
2. Long Term
 - (a) Evaluation required a minimum of 6 months or 1 year in anticipation of changes - changes between business strategy and information technology on Zaenal Songket.
 - (b) The existence of a special budget required for maintenance and repair as well as the needs pembaharuan Strategic IS / IT support business activities in Zaenal Songket.

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