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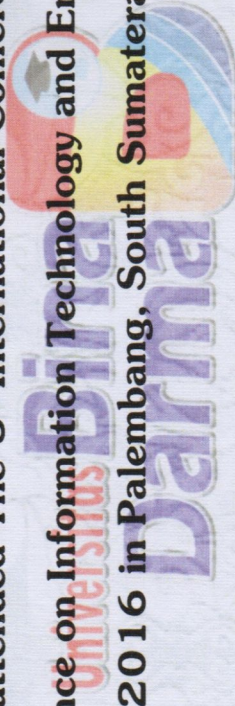


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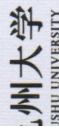
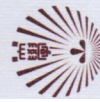
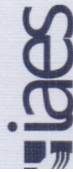
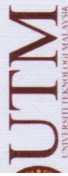


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**DEVELOPMENT OF STRATEGY PLAN IS/IT
IN URBAN PLANNING AND DEVELOPMENT BOARD OF PALEMBANG CITY
: LITERATURE REVIEW**

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Abstract

Information systems and information technology development continue to increase rapidly and become one of the supporters in the advancement of a business organization in the world. Indonesia as part of the global community doesn't want to be left behind to follow the development of information systems and information technology. Indonesian government also doesn't want to be left behind in the use of information systems and information technology. To build information systems and information technology should have a good planning to follow the development of information systems and information technology that growing day by day. Urban Planning and Development Board of Palembang city is the regional works unit of Palembang city government, and that is the key of Palembang city government in the planning of development in order to serve the needs of Palembang society. Urban Planning and Development Board of Palembang has made efforts in the use of information systems and information technology, but in this case, it doesn't have an IS/IT Strategic Plan, so it needs to develop IS/IT by review the information systems and information technology in Urban Planning and Development Board of Palembang. The purpose of research is to review the theory and previous research which may be regarded as a guide to build IS/IT strategy plan that is Urban Planning and Development Board of Palembang use Ward and Peppard Model, SWOT Analysis and PEST Analysis.

Keywords: Strategic Plan, IS/IT, SWOT Analysis, PEST Analysis, Palembang City,

1 INTRODUCTION

Technology development which is very fast an organization cannot be separated from the role of information systems and information technology to face competition or increase the performance of work in an organization equipped strategy IS/IT and Related to the progress of information technology, The government issued presidential instruction Number 6 year 2001 on the development and utilization telematics in Indonesia to the minister, LPND Head, Secretarial leaders institutions highest and a high state of Indonesian, The commander of military, Police chief republic Indonesia, attorney general republic Indonesia, Governors and mayors. Purpose is to make the Government at the Centre and in the regions could implement information technology in Government so that its implementation can be optimized and law number 14 of 2008 about the openness of public information and Government regulation of the Republic of Indonesia Number 61 in 2010 on the implementation of the legislation in 2008 About the openness of public information. In some areas in the use of application information system in terms of regional development like the city Surabaya by applying e-Budgeting, e-musrenbang, e-monev, e-harga, e-Performance and Electronic procurement service, Information systems and information technology as a medium advocates in regional development and working won, the use of information systems and information technology is very important that can help the

government in particular the regional government, information systems and information technology can be motivation and contribution of the community to get the information or inform.

The main tasks and functions Urban Planning and Development Board of Palembang City, Have implement the preparation and the regional policy in the field of regional development plans;

- a. The formulation of technical policy in relation planning,
- b. Coordinating of development planning preparation,
- c. Guidance and implementation of the tasks in the field of regional development plans,
- d. Implementation of the tasks another as the government agencies Palembang city.

The application of information systems and information technology in Urban Planning and Development Board of Palembang City, improve the performance of work and for resources to get data and precise information. Urban Planning and Development Board of Palembang City Made an effort to in the use of information systems and information technology consist Local Area Network, Mini Server, Computer, Printer and Application information system (SIM). Development of Strategy Plan IS/IT in Urban Planning and Development Board of Palembang City is expected to help and loosening city government in Palembang particularly related to realize the plan development strategy and on use information systems and information technology.

2 METHODOLOGY

The research is Development of IS/IT Strategy Plan with the approach analysis matter in descriptive. Research done by implementing observation directly, get primary and secondary data, Interviewing on activities to get information about opportunities, threat, strength and weakness in Urban Planning and Development Board of Palembang City their duty and functions.

2.1 Planning model information systems and information technology

According to Ward & Peppard (2002), About the information technology is the focus for the vision for ways of how technology can support needs information, From this understanding can be drawn conclusion that a system of planning strategy of information and information technology is the analysis used to formulate the objectives and targets in the development of the plan strategy information systems and information technology in Urban Planning and Development Board of Palembang City as well as to determine strategy who use excellence information system with support information technology in supporting strategy Urban Planning and Development Board of Palembang City excellence long-term in running duties and functions, The model proposed of a number of understanding that can help in planning or develop the strategies for the future which is planning a model Ward & Peppard version described as follows;

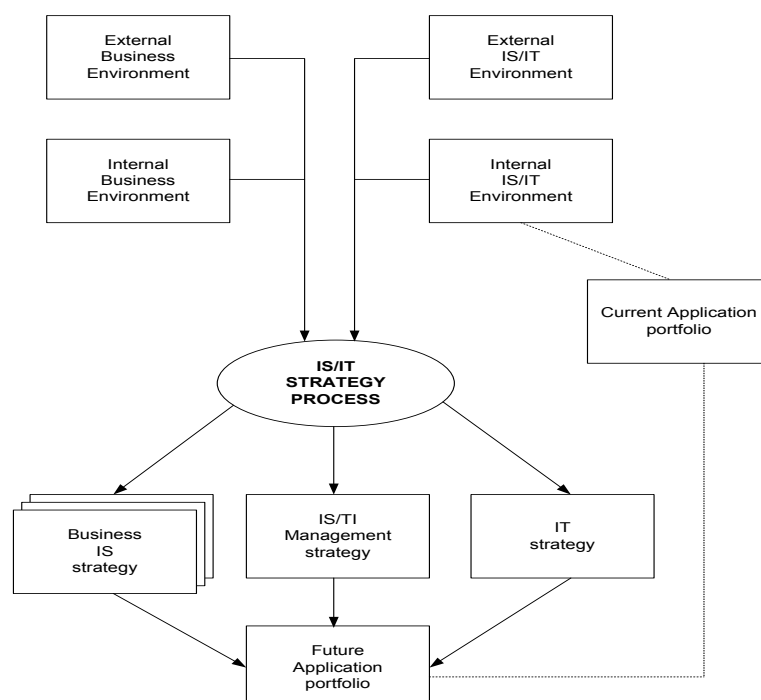


Figure 1, PSSI Model (Ward & Peppard, 2002)

Ward and Peppard In strategic planning information system is to look at business purposes organization with use information technology efficiently to increases the excellence of an organization. Methodology has stage input for analysis and output the results. Ward & Peppard Methodology can be seen in figure 1 and the stage is as follows;

1. Analysis of the external environment, assessing the aspect of external that affects in Urban Planning and Development Board of Palembang City At this time and who is to come,
2. Analysis internal environment, studying conditions in organization with look at the process and operating,
3. Analysis of information technology external environment , studying the information systems and information technology current organization, covering infrastructure, application and organization.
4. Analysis of information technology internal environment, studying the trend information technology and the development, opportunities and its use, and the use of anything.

Ward & Peppard Stage output or result of strategic planning;

1. Strategic business , produce a plan the implementation of the business units or functions to improve business value and performance, Delivery the plan in describe in portfolio,
2. Strategic information technology, produce a plan to develop technology and information system to produce added value of business fore considering the information technology,
3. Management strategies information technology, produce planning and arrangement program technology and information system by taking into account the organization and its policies.

According to Fajri, 2011 (ward, 2003) Said that the results of the process strategic planning information technology system is in the form of;

1. Hard deliverables, that is a document that defines the plan and the strategy includes computer based material in the form of a dictionary, analyst matrik model and information.
2. Soft deliverables, Which is associated with human factor, as expertness, concern and motivation

2.2 S W O T Analysis

SWOT Analysis Strengths, Weaknesses, Opportunities, Threats is the method of analysis strategic planning and structured strategic management used to evaluate Strength, Weakness, Opportunity and Threat in a process business an organization. Identification the internal factor and factor external organization be is needed because steps in the process of strategic planning to the achievement of a goal organization. According to Jogiyanto (2005:46), SWOT Used to assess the relative the forces and weaknesses from sources the power possessed companies and opportunities external and challenges. According to Fred R & David (2008, 8), All organizations of power and functional weaknesses in the business. No company that as strong or weak in all areas business. Strength and weakness of internal combined with opportunities and the threat from externally with mission statement clear, the foundations for the determination goals and strategies. Goals and strategies set with mean exploit the power of internal and overcome weakness. The following is a description of SWOT (David & Fred R, 2005:47):

1. S t r e n g t h

Power is resources , skill , seed that deals with competitors companies and market needs that can be served by the company that are supposed to be served. Power is special competition that gives a competitive edge for the company in the market

2. W e a k n e s s

Weakness is limited or deficiency in resources, skill, and capabilities that effectively hinder the company performance. This limitation of facilities, financial resources, management capability and skills marketing the source of weakness company.

3. O p p o r t u n i t i e s

Opportunities were the situation important in the environment company .Potential important are one source of opportunities, as technology changes and the relationship between the company and the buyers and supplier was an image of an opportunity for company.

4. T h r e a t s

The threat is a situation an importance not beneficial in the environment company. The threat is a bully over position now or desired company.The peraturan-peraturan the new government or revised can be a threat to the company.

According to Ferrel and Harline (2005), SWOT Analysis function is to get information from an analysis of the situation and separating it in the subject matter internal and external issue. SWOT Analysis Describes whether the information is something that will help the company achieve the goal or give an indication that there are obstacles that must be faced or minimized to meet the desired infusion. SWOT Analysis it is used in various ways to enhance analysis in the determination of business strategy. Generally of that which is often used is as a guide systematic in the discussions to discuss the condition alternative basic might be Consideration Company.

According to Rangkuti (2006), SWOT Metrics is described in clear how opportunities and the threat of external faced by company can be adjusted to strength and weakness of present. SWOT metrics described as figura 2. SWOT Metric

<div style="text-align: center;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">EFAS</div> <div>IFAS</div> </div> </div>	<i>Strength</i>	<i>Weakness</i>
	<i>Opportunity</i> Strength Opportunity Strategi Invent strategies that using force to make use of opportunities	<i>Weakness Opportunity Strategi</i> Invent a strategy that minimizes weakness to make use of opportunities
<i>Threats</i>	Strength Threats Strategi Created the use of force to address the threat	<i>Weakness Threats Strategi</i> Created strategy that minimizes weakness and avoid threat

Figure 2. SWOT Metrix (Rangkuti, 2006),

2.3 PEST Analysis

According to Ward and Peppard (2002, p70-72) PEST Analysis is the analysis on environmental factors external business which includes politics, economic, social and technology. PEST analysis used to assess the relative market of a unit of business or organizational unit. Objective PEST analysis is the framework to assess a situation, and judge strategy or position, the direction of the company, marketing plan or idea. Where this analysis can be taken an opportunity or threat new for the company.

- ✓ political factors
Include all the factors that Government policy, legal issues, as well as covering the rules of formal and informal environment in which the company conducts activities.
- ✓ Economi factors
Include all the factors that affect the purchasing power of customers and affect the climate of business of an enterprise.
- ✓ Social Factors
Include all the factors that can affect the needs of customers and affect the size of the magnitude of the market share.
- ✓ technology Factors
Include all the things that can be helpful in facing the challenges of business and support business process efficiency.

3 PREVIOUS RESEARCH

Research by Ahmad Budi Setiawan Paper titled is Benefits strategic planning information technology and communication in the development e-Government In his discussion planning information systems and technology system with see the relationship between business strategy, information systems Strategy and technology system Sourced of the theory ward & peppard , 2002, And there were a few of the possibilities the horrific impacts what happens when an organization not having planning IT/IS is:

1. An application are not integrated, still in the form of local application that each had no relationship in system,
2. Lack of information for decision-making , information not immediately available , data inconsistent , inaccurate and slow in presentation of,
3. Disagree between the user with experts information technology,
4. Different strategy, so that it difficult to integrase in the system,
5. Investment information technology cause not efesiennya of business process overall,
6. The use of information system shorter than expected.

Important in the process of strategic planning information systems and information technology is the use of methodology, The use methodology to reduce the risk failure , ensure all stakeholders and minimize the dependence individuals and is emphasized to the process and targets set.

In terms of design strategic e-government the implementation of development, It takes maintain a harmony between vision the mission and organizational goals related government services public given and of business process organization. Understood the need of analysis organization then required to business strategy organization, Solutions SI/TI analysis and Application and analysis opportunities and factor success. The use of analysis of them Value chain analysis, CSF analysis, SWOT analysis, Mc Farlan Grid analysis and PEST analysis.

Research by Ari Wedhasmara Paper titled is Steps strategic planning information system by using the method Ward and Peppard on paper this provided information about step strategic planning the system and information technology with the methods ward & peppard that is between;

- IS Strategy and IT Strategy, according to Earl, 1997 Strategy information system emphasis on the determination of application information systems that the organisation need .While strategy information technology is emphasized at an election technology, infrastructure, and special skill, Determine strategy information systems and information technology that could support the vision and mission organization, we need to understanding of business strategy organization. So in building a strategy IS/IT, who an issue central is alignment IS/IT strategy with business strategy organization.
- IS/IT Strategis Plan, IS/IT Strategis Plan is the identification process portfolio application computer-based information system that will support organization in the execution of a plan business and realize business purposes.
- strategic planning information systems and information technology studies influence information systems and information technology of the performance of business and contributions to organization in choosing strategic measures. Strategic planning information systems and information technology also explain the various tools, technique, and framework for management to harmonize strategy information systems and information technology with business strategy, even looking for new opportunities through the application of innovative technology (Ward & Peppard, 2002).
- methodology strategic planning IS/IT ward and peppard version, approach methodology version ward and peppard will begin with the condition of investment IS/IT in which last not benefit from business purposes organizations and catch business opportunities, and phenomena increase competitive advantage an organization because can take advantage of IS/IT maximally.Less bermanfaatnya investment IS/IT for organization because strategic planning a more focused to the, not based on business needs.
- the methods and theory of analysis strategic planning information systems and information technology, the methods and theory use of analysis of them SWOT analysis, Critical Success Factor (CSF) analysis,McFarlan Strategic Grid analysis, Value Chain analysis and Balanced Scorecard analysis

Research by Irin Yuline Rachman Paper titled Strategic planning system of information on RSUD Palembang BARI, in his discussion this research to methodology PSSI and analyzes business environment pest with analysis, analysis five forces model, analysis value chain, and identify CSF based on the SWOT, and this study summarizing of strategic planning the system and information technology it will be business strategy, IS/IT management strategies and portfolio application in accordance with business and the addition of division a unit of work ICT IS/IT because is needed as part supporting the top management in setting, plan, and reach business strategy company.

By researchers formerly used as a guide in planning strategy information systems and information technology have a common research methodology in make the planning strategy information systems and information technology uses the analysis according to the needs of the can look at table 1. List Literature Review:

Table 1. List Literature Review

No	Title	Researchers	Methodology	Analysis Method							Description
				Value Chain	Critical Success Factor	SWOT	Mc Farlan Grid	PEST	Poter's Five Forces model	Strategy Alignment	
1	Perencanaan Strategis Sistem Informasi Pada RSUD Palembang BARI	Irin Yuline Rachman	Ward and Peppard	√	√	√		√	√		Strategy Plan IS/IT & Portfolio
2	Manfaat Perencanaan Strategis Teknologi Informasi Dan Komunikasi Dalam Pengembangan E-Government	Ahmad Budi Setiawan	Ward and Peppard	√	√		√	√			IT Master Plan in Government
3	Perencanaan Strategis Sistem Dan Teknologi Informasi Pada St. Ignatius Education Center Palembang	Dana Indra Sensuse dan Hendri Sopryadi	Ward and Peppard								Strategy Plan IS/IT & Portfolio
4	Langkah-Langkah Perencanaan Strategis Sistem Informasi Dengan Menggunakan Metode Ward dan Peppard	Ari Wedhasmara	Ward and Peppard	√	√	√			√		Stage Strategy Plan IS/IT
5	Model Rencana Strategis Sistem Informasidi Universitas Bale Bandung (UNIBBA)	Rosmalina	Ward and Peppard	√		√		√			Strategy Plan IS/IT & Portfolio
6	Perencanaan Strategis Teknologi Informasi (Studi Kasus: Politeknik Negeri Jakarta)	Indra Silanegara1, Bayu Adhi Tama2, Diat Nurhidayat3, M. Harris Adi L.4	Ward and Peppard		√		√		√	√	Strategy Plan IS/IT & Portfolio

Seen from table above Researchers used Model planning strategy Ward and Peppard version, SWOT analysis Method, PEST analysis Method and It is possible to use analysis researchers another if needed for Development of the IS/IT strategic plan in Urban Planning and Development Board of Palembang City and Stage in doing the strategy information systems and information technology so in developing the strategy information systems and information technology in Urban Planning and Development Board of Palembang City and the result of this research to be proposed or recommended to regional development planning board Palembang city to be policy direction strategy plan information systems and information technology in development information systems and information technology in Urban Planning and Development Board of Palembang City, to improve the performance of work effective and efficient in expect in accordance with vision and mission Urban Planning and Development Board of Palembang City is “The achievement of Palembang city are reliable and dynamic”. Researchers is still in the process of collecting the data to a process for Development of the strategic plan IS/IT in Urban Planning and Development Board of Palembang City.

4 CONCLUSION FUTURE RESEARCH

For the next research collected data on the strategy that it more clearly that in Urban Planning and Development Board of Palembang City Has implemented the use of IS/IT but have no plans strategy in build IS/IT required plan strategy for achieving vision and mission Urban Planning and Development Board of Palembang City and Understand the theory and read the article would facilitate mapping in Planning strategy information systems and information technology. The results of the study as a guide in building IS/IT in the government the city of Palembang.

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