

Strategy Planning Information System in LPK. Prima Duta Prabumulih

Dahnial, Zainuddin Ismail, Afriyudi

Master of Information Technology
Bina Darma University
e-mail:Dahnial_dp@yahoo.com

Abstract

Users and use of information technology (IT) used in the LPK . Prima Duta Prabumulih to achieve maximum results for the form and generate the resources that have the ability to get a job or continue their education to a higher level today more and more people are expected . Hope to get the ease of getting a job or move on to a higher level with a short time span to meet the expectations of the people wanted to take part in education and training , this can be evidenced by the recognition of the Ministry of National Education Jakarta is also the center of the Ministry of Labour and Transmigration Jakarta Centre for achievement agency LPK . Ambassador Prabumulih prime role of government in an effort to help the city Prabumulih in provision of services to the community through the provision of technology to take advantage of information communication technology (ICT) is accompanied by a number of implementations in the education process . The interaction between the teacher / instructor and lecturer to the students and the students are not only done through face-to -face relationships but also done through the use of computer media relations , website , email , etc. . This is because in terms of existing equipment to support the spread of Internet access to all parts of the environment agency LPK . Ambassador prime Prabumulih . This becomes a distinct advantage in the strategic planning of information systems (IS) are good and support the existence and the existence of the agency LPK . Prima Duta Prabumulih future . The purpose of this study is to produce a strategy on Information Systems LPK educational institutions.

Keywords : *Planning , Strategy , Information Systems , and Peparad Ward , the concept of the balanced scorecard method*

1 INTRODUCTION

In this globalization era, information systems (IS) has evolved over time , with the development of information technology (van der Zee (1999) , Van Grembergen & Van Bruggen (1977)) , this causes a change . Through System information can be obtained strategic advantage over the competition between businesses . every organization or company need to make strategic planning (McLeod , 1996:6) or information systems .

With strategic planning information system is expected to provide a competitive advantage for the LPK . Prima Duta amid stiff competition , with the rise of educational institutions in the city Prabumulih . Therefore , an educational institution / company should understand and plan strategies in order to continue to compete in the business world and still get the full confidence of customers as one of the company's guarantee of survival (Ward and Peppard , 2002:3) . In the world of education , whether primary, secondary , and higher education can not be separated from the role of Information and Communication Technology (ICT) . ICT in the form of Information Systems and Information Technology (IS / IT) is not just a complement but it is a necessity , especially for education institutions to gain an edge over the competition . Strategic planning of IS / IT is a step in aligning and developing appropriate information systems and technology strategy and business processes of this research is descriptive qualitative research methodology in the form of enterprise architecture that includes data architecture , applications and technologies . Application architecture and technology architecture will be made to the methodology of Enterprise Architecture Planning (EAP) in the Zachman framework .

In this thesis , no other methodology used to build information systems strategic planning in the prime ambassador is a methodology Ward and Peppard . By doing strategic analysis of business internally and externally , as well as strategic analysis of information systems (IS) or information technology (IT) internally and externally using some fixtures , acquired SI strategy , IT , and management of IS / IT application portfolio will form the future for Institutions LPK.Duta Prima Prabumulih .

Based on the issues identified above, it can be a problem as follows :

1. Lpk. Prima Duta Prabumulih have strategic planning of information systems have not been effective for the institution.
2. Develop strategic planning of information systems to provide better education services.
3. Human resources are still very limited in order to educate and train in order to achieve a passing grade.

Limitations : Issues raised are restricted to a proposal form on the Information Systems Strategic Planning Institute LPK education. Prima Duta Prabumulih using the methodology Ward and Peppard.

Summary of Issues on the object of research and development of this thesis is How to formulate strategic planning of information systems At LPK. Prima Duta Prabumulih using methods Ward and Peppard.

The purpose of this study was to generate information systems strategic planning steps in Preparing a work plan strategies for creating an effective information system using the method of Ward and Peppard and balanced scorecard method .

The benefits of the research article is as follows : For agency LPK . Prima Duta Prabumulih can use the results of this study as a reference and material evaluation and refinement of policy measures to be implemented.

1. For agency LPK. Prima Duta Prabumulih can use the results of this study as a reference and material evaluation and refinement of policy measures to be implemented.
2. For researchers may be additional references to enrich their knowledge in the field of strategic planning of information systems.

3. Partners for Cooperation and Company, expected results of this study can be useful for collaboration and corporate partners.

Scope of Research : The study was conducted in lpk . Ambassador prime Prabumulih. This research was conducted by using the method of this research was conducted by analyzing the factors that influence the development of both internal and external factors using the method of Ward and Peppard and the concept of the balanced scorecard method.

2 RESEARCH METHODOLOGY

2.1 Materials Research

This research was conducted for 3 months from September 2013 until November 2013. This study provides a foundation that already has a strategic business plan that contains the vision, mission and goals. To retain existing business and have the ability to compete with other institutions, the Institute requires strategic perencanaan Information Systems. The research material was taken from the article, and expert opinion to support the creation of a roadmap for the implementation of the thesis contains the vision, mission and goals.

2.2 Research Sites

This research was conducted at Jl . Gen. . Sudirman Km.6 RT1 Rw . 02 Home House Office of Mayor Prabumulih Tel . / Fax : (0713) 3300322 / (0713) 3300619 Prabumulih.

2.3 Research Design

The design phase of the study began in the collection of data obtained through the study of literature and field studies. The data have been collected and categorized into the business environment and the environment of IS / IT for analysis using the SWOT analysis, PEST, Value Chain and Balanced Scorecard concept method.

2.4 Data Collection Methods

The method used is divided into two research methods , methods of data collection and analysis methods. Data collection methods used in this study was done by observation , interview and documentation.

2.5 Method of Analysis

The method of analysis used in this study is a method of Ward and Peppard.

2.6 Equipment Used

The tools used consists of a SWOT analysis , PEST , CSF analysis , the concept of balance scorecard method , (Ward and Peppard , 2002).

3 RESULTS AND DISCUSSION

3.1 Analysis of Results

From the analysis using tools such as SWOT analysis , PEST , CSF analysis , the concept of balance scorecard method , (Ward and Peppard , 2002) will result in :

1. Strategic Management of IS / IT

Strategic Management of IS / IT in an organization comes from the analysis of strategic planning of information systems in the form of policy foundation in implementing the strategy / IT management in accordance with the conditions at the institution .

2. Business Information Systems Strategy

Business information systems strategy to support educational institutions . This strategy resulting from the analysis of a variety of tools .

3. Information Technology Strategy

Company's IT strategy is derived and produced from the direction of the strategic planning of technology development.

References

- Van, D.Z.J.,(1999), Alignment is not enough : Integrating Business an IT management with the balanced scorecard, *Proceedings of the 1 st Conference on the IT Balanced Scorecard*, Antwerp, pp.1 - 21.
- Van, G.W., R. Van, B.,(1997), Meansuring and improving corporate information technology will through the balancedscorecad technique, *Proceedings of the Fourth European Conference on the Evaluation of Information Tecnology*, Deft, pp.163 - 171.
- Kotler, P., Gary, A., (1999), *Principles of Marketing*, Volume I Fifth Edition. New York : McGraw.
- Widyaningsih, P., (2012), *Information Systems Strategic Planning in Higher Education Institutions using Analysis of Critical Success Factors*. Semarang : Diponegoro University.
- Peterson, R.A., WRWilson, (2002) Meansuring Customer Satisfaction : Fact and Artifact, *Journal of the Academy of Marketing Science*, Vol 20 (Winter). Pp. 61-84.
- Kadir, A., (2003), *Introduction to Information Systems*, Yogyakarta : ANDI.
- Ward, J., Peppard, J., (2002), *Strategic Planning for Information Systems 3th*. England : John Wiley and Sons.