# ABSTRACT

Jimmy / 49150168 / 2019 / Information System Strategic Planning Using Ward and Peppard Method at PT Anda Textile / Budi Wasito , S.Kom, M.M., M.Kom.

Anda Textile is a company that trades fabrics. Competition between similar companies is very intense so it needs a competitive strategy. Anda Textile has utilized IS / IT but has not been using it optimally and has not been well planned. In running its businesses, the company has used IS / IT in the company's financial records, however the company still using the manual recording method. This method required to enter data manually, as a result there are still some doubts regarding incorrect data entry. Anda Textile also does not have an IS / IT human resource so trust in the use of the system is reduced because the company only focuses on the technology. Therefore, it needs the correct information system strategic planning so that the company does not only use technology but every part of the company can be integrated and make information as a necessity in decision making in order to compete with other competitors.

The analysis it has been used in this study is the Information Systems Strategic Planning Analysis with the Ward and Peppard methodology. The analytical techniques used are SWOT analysis, value chain analysis, Porter five-force competitive model analysis, PESTEL analysis, and McFarlan's strategic grid.

The method used in collecting data is qualitative research methods. Data are gathered from interview questions, observations directly from the object of research, as well as through secondary data. While the method used to analyze the data is reduction method first, then present the data that are obtained both internally from the company and externally from the corporate environment. Then convey the conclusion that is the result obtained from the data that has been presented.

In strategic management, IT human resource is needed so that it can coordinate and supervise the running of application systems that will be considered for use by companies in facilitating the running of business processes. While strategic SI is an application portfolio needed by the company. Following are the priority sequences of SI projects that will be implemented in your PT Textile company, namely your PT Profile Website Textile, Goods Warehouse Information System, Data Backup and Security Information System, Sales Information System, Enhanced Accounting Information System, and Customer Service Information System.

In conclusion, The business process of the company, which each part of its sector is still independent, can be integrated or formulated into strategic planning so that it can simplify business processes and systems as the business becomes more structured.

**Keyword:** Information Systems Strategic Planning, textile, Ward and Peppard methodology