STRATEGY PLANNING INFORMATION SYSTEMS AND TECHNOLOGY PT. TRIASA GILANG JEPS MEGAH

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ABSTRACT

The purpose of this study is to analyze and plan for information systems and existing information technology at PT. Triasa Gilang Jeps Megah, The method used in the analysis of the system through several stages including field research with a survey of the system has been running, the analysis of the results of interviews and library research. Based on a survey of the current system on the PT. Triasa Gilang Jeps Megah suffered from the absence of the application system, so existing systems can not support operations well. The result achieved is to make the application system to improve delivery of services and building information systems that can support the company's operations. The conclusion is the existence of strategic planning of information systems and information technology is good, it is expected PT. Triasa Gilang Jeps Megah can provide better customer service and survive the competition now and in the future

Keywords: Planning, Strategy, Systems, Information Technology

1. INTRODUCTION

Along with the rapid development of technology, the business world is also widely used technologies - technologies in support of business processes. This is because the technology to bring a positive change that can help in completing various jobs easier, faster and precise.

With the high level of competition in the business world, every company should have the ability to compete. Competitiveness can be characterized by utilizing information technology systems and to assist the company in determining the needs of the company's business strategy, operational strategy, and in the decision-making system. As you know, the higher the quality of service from a company that will make the customer achieve a high level of satisfaction with the services and automatically generate a good positioning of the company in the eyes of the customer.

Good planning will give good feedback to the company. Good planning level produced by the good manager's decision anyway. To take full advantage of the necessary systems and information technology, which will be a referral to the achievement of the company goals. In practice, the utilization of the system and information technology must be supported by a strategic plan that is good and right. So that the goals and objectives of a company whether it be short term or long term, can be optimally met.

With the strategic planning of information systems and technology is good and right, it will generate a good flow of information, appropriate, available any time, and in accordance with company requirements. This course will support all business functions inside the company in carrying out any activities and put the company in a superior position in the competition existing business.

PT. Triasa Gilang Jeps Megah requires excellence in technology and information systems to support their business performance. So to face competition in an increasingly competitive business, Strategic Planning Systems and Information Technology is one of the solutions that can help companies in the face of increasing competition. Desired changes can certainly help top level management decisions short and long term and to increase the competitive advantage that can meet the needs of the customer.

2. METHODS

The method used to achieve the goals formulated in the thesis is as follows:

1.   Methods of data collection

Techniques were conducted to collect data:

a.   Observation

In this observational method to observe the author directly at PT. Triasa Gilang Jeps Megah. The research was conducted to determine the business processes that are running and the data / information required and SI / IT company that has been used.

b.   Interview

In these interviews, writing an interview to employees and managers PT. Triasa Gilang Jeps Megah.

c.   Internet Browsing

Doing a search journals or articles on the internet about the definitions of the terms related to the study.

d.   Literature

Book study conducted using resources such as articles, books, and journals. Literature study is useful to know the basic theory and the knowledge and information about the internal and external environment as a reference in the thesis writing.

2.   Methods of analysis

Using the method of Enterprise Architecture 3 by Scott A. Bernard, among others:

- Analysis of the external environment and business

    - Analysis of five porters competitiveness

    - PEST Analysis (politics, economy, social, and technology)

- Analysis of the internal environment of business

    - Analysis of the value chain (value chain)

    - SWOT analysis (Strength, Weakness, oppurtinities, threats)

    - Analysis of Balanced Scorecard

    - Analysis of CSF (critical success factor) and KPI (key performance indicator)

        - Analysis of the external environment / IT

        - Analysis of internal environment / IT

        - Method of Enterprise Architecture:

            - Strategic goals and inititives

- Products and service

- Data and information

- System application

- Network and infrastucture

3. RESULTS AND DISCUSSION

a. External Business Environment Analysis Company

Analysis of external business environment companies are terhdap analysis of external factors that could affect the company's business activities. The analysis can be profitable or an opportunity, and can also determine peraingan threat to the company in business. This analysis technique by dilakuakan PEST analysis and Porter's five competitive edge.

3.1.1. Environmental Analysis of Political, Economic, Social and Technological (PEST)

PEST analysis to identify the impact of the political, economic, social and technological toward Dimsum Festival:

Politics

- Condition stable political and security stability would be the deciding factor and the development of the course of all forms of business in run anywhere. Therefore Dimsum Festival sincerely hope the government can maintain security and political stability in Indonesia, so it does not interfere DEVELOPMENT and business continuity is.

- The use of local goods in priority by Dimsum Festival will be able to provide revenue or increase foreign exchange.

Economy

- A major factor in the face by this company is by purchasing power. So if the low purchasing power will have an impact on this company.
- Price of raw materials

In because raw material prices could suddenly turn will impact the company terhandap

Social

- Social influences Dimsum festival not affect the company's location in because of the location of Dimsum Festival is a very strategic. Where the public can access from anywhere. People are also not only bring the family for a meal, but it can also bring friends and sat there long.

Technology

- DEVELOPMENT technologies in food processing will affect DEVELOPMENT Dimsum Festival. Permanent impacts will not be too pronounced in because of technological developments in the sector of food and baverages usually slow and steady.
- The technology implemented by Dimsum Festival is a Microsoft Excel

Table: 3.1 Analysis PEST (Political, Economic, Social, Technology)

Factor	Threats / opportunities	Solution	The role of IS / IT
Politics	There is a change in its policy of a	Following the policy of-policy of that is	Notification of web advertising

		sudden the government on its restaurant, for example by a change in tax	given by the government.	
Economy		- Level of purchasing power - Value price of raw materials to be used in cooking are sometimes Dimsum Festival unstable	Maintaining the quality of food and beverages that are sold but not overly burdensome customers with the changes in raw material prices.	Use of the internet to monitor the development of the value of raw material prices
Social		Maintain good relations between the company and customers	Provide maximum service to customers so that customers feel satisfied after going from Dimsum festival	- SCM - CRM
Technology		Pengguanaan IT technologies especially in integrating systems of each division	Developing applications that can integrate all divisions and evaluate	- Application

3.1.2. Porter's Five-Power Analysis

Porter power analysis that includes suppliers, buyers, key competitors, newcomers and replacement product at Dimsum Festival are as follows:
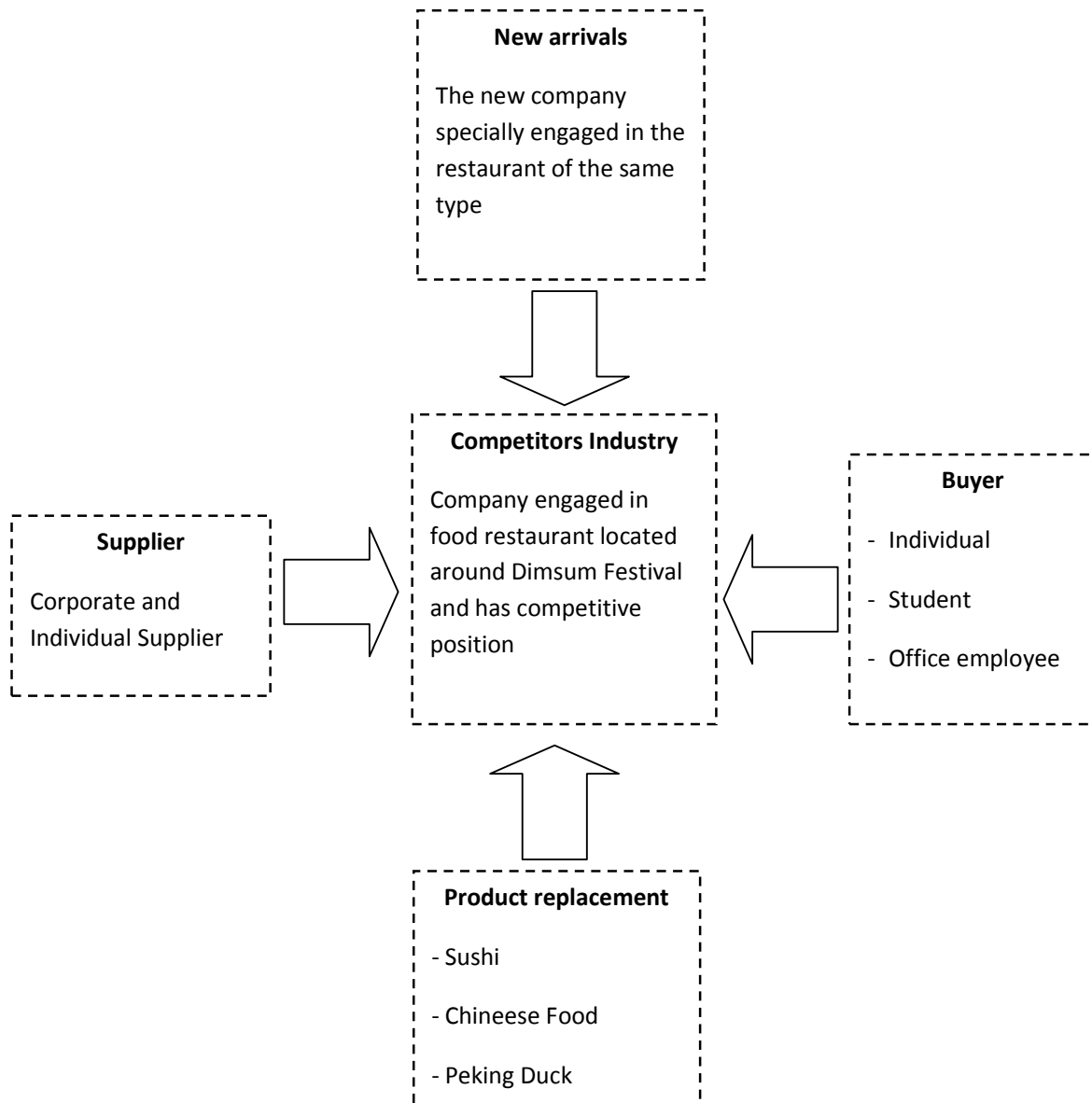
New arrivals

The new company specially engaged in the restaurant of the same type

Competitors Industry

Company engaged in food restaurant located around Dimsum Festival and has competitive position

Supplier

Corporate and Individual Supplier

Buyer

- Individual

- Student

- Office employee

Product replacement

- Sushi

- Chineese Food

- Peking Duck

Figure 3.3 Model Competition Porter

Based on this analysis can be in the know porter analysis of five existing power

Dimsum Festival as follows:

a. Power of Buyers (Bargaining Power of Customer)

Power of buyers to be one of the competitive landscape as well. This is evident in

the company's ability to establish a good relationship with the buyer. The company

wants to make the customer comfortable buyers will service and quality products from

the company. With the ability of buyers who are able to suppress the price of the

company, the company is being very careful to buyers. To maintain good relations, the company implemented a few things to ensure their satisfaction. PT. Triasa Gilang Jeps Megah has advantages that can be seeded from the other competitors, namely excellence in service and preparation products to sell to the buyer. So that makes the buyers / customers to be loyal to our company. Although it has the trust of customers, PT. Triasa Gilang Jeps Megah always give food - innovative cuisine each month that buyers / customers are not easily bored with what is presented in the Dimsum Festival, and the company also provides more service by adding live music every night so that buyers / customers comfortable to linger in in Dimsum Festival.

b. Industry Competition (Rivalry Among Existing Firm)

The development of the restaurant business in Indonesia, especially in Jakarta, causing intense competition in international cuisine culinary industry. Nowadays many restaurants that provide products menu of international cuisine, facilities and services to attract customer attention. Therefore, PT. Triasa Gilang Jeps Megah have to think hard to find ideas and innovation in order to continue to survive among the many industry competitors engaged in the culinary field today.

c. The power of suppliers (Bargaining Power of Suppliers)

Suppliers should start looking for a smart supplier of raw materials for production, because each supplier has a price competition to attract a restaurant to purchase raw materials at their company.

d. The threat of substitute products (Threat of Substitute Products)

Companies are also wary of the threat of substitute products. The replacement product is believed to be able to shift the company's products if the company's products is difficult to obtain or are feeling boredom stage. Therefore, the company implemented several strategies to reduce the arrival of a replacement product. To mitigate the company confirms how the product manufacturing process is done in a more varied and creating culinary innovations there to pamper pemebeli / customers especially within each promoting its products.

e. Ancaman newcomers (Threat of New Entrants).

New entrants in the business not a stranger anymore. Newcomers to provide new capacity to gain market share in the industry was that there was a restaurant in Jakarta. The presence of new entrants to a threat to the PT. Triasa Gilang Jeps Megah. This is because there will be some other restaurant alternatives for consumers. Consumers can choose a restaurant to suit your wants, needs, and service facilities are more attractive. But even so, by providing good products and services, PT. Triasa Gilang Megah Jeps will remain the top choice for consumers who come in outlet location in the Kemang area and the Radio.

3.1.3. SWOT Analysis

The survival of the company may be affected by a variety of internal and external strategic factors. Therefore, companies need to identify internal strategic factors derived from the strengths and weaknesses that are owned by the company. In addition, companies also need to identify strategic factors from the

external opportunities and threats for the company. Thus, companies can use this method to identify the strength of SWOT analysis (strengths), weakness (Weakness), opportunities (opportunities), and threats (threats) for the company, so the company can maximize strengths and opportunities and minimize weaknesses and threats. To determine the strategy used in the PT. Triasa Gilang Jeps Megah, the analysis obtained are as follows:

- Strength (Strength)
    - Production price of food and drink menu competitive according to the quality.
    - Quality service and customer oriented.
    - Having innovative food and drink menu every month.
    - Providing free wi-fi facilities for visitors.
    - Having belief of the customer, thus making sales increasing from time to time.

- Weaknesses (Weakness)
    - Most of the company's business activities are done manually.
    - Not so many promotional activities for customers - new customers.
    - Report, the financial statements are still sent manually to the Finance Staff.
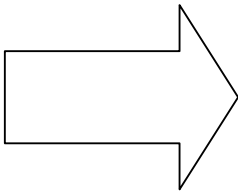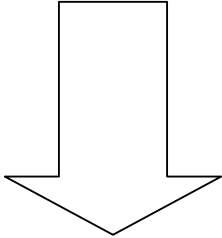   - Having foreign competition that has quality products better and more specific.
- Opportunities (Opportunity)

- There are still plenty of opportunities opening up because there are still customers - other customers that is potentially

- The development of internet media that aims to enhance the promotion or services that will help increase sales.

- Development in cities continues to increase, creating opportunities for PT. Triasa Gilang Jeps Megah.

- Threats (Threats)

    - The growth of the kind that eat the higher would threaten the restaurant if the restaurant does not create sales and marketing strategies.

    - Competitors who have done service through websites that can provide customers needs and broader marketing.

    - The emergence of new competitors around the same location to make an alternative for consumers.

3.3.2 Matrix SWOT Analysis company PT. Triasa Gilang Jeps Megah

Make a SWOT Matrix based upon the strengths, weaknesses, opportunities, and threats that are owned by the House of Dimsum Festival. The SWOT matrix is obtained as follows:

Table 3.2. Analysis Area, Business Functions and Business Processes at

PT. Triasa Gilang Jeps Megah

	Strength (*Strength*)	Weakness (*Weakness*)
Internal Factor *External Factor*	(S1) for the food and beverage menu competitive according to the quality. (S2)-quality service and customer oriented. (S3) has innovative food and drink menu every month. (S4) provide free wi-fi facilities for visitors. (S5) has a belief of customers, making sales increasing from time to time.	(W1) Most of the company's business activities are done manually. (W2) There are so many promotional activities for customers - new customers. (W3) Report, the financial statements are still sent manually to the Finance Staff. (W4) Having foreign competition that has quality products better and more specific.
Opportunity (*Oppurtunity*)	SO Strategies	WO Strategies
(O1) is still opening up many opportunities as there are still customers - other customers that is potentially (O2) The occurrence of the development of internet media that aims to enhance the promotion or services that will help increase sales. (O3) Development in cities continues to increase, creating opportunities for PT. Triasa Gilang Jeps Megah.	(S1-O1) Maintain consistency of food and beverage menu prices (S3-O2) that new innovations to the menu of food and drinks on a monthly basis can be promoted via the Internet so that customers know and are interested in trying the new menu (S5-O3) Create a new outlet to reach customers	(W3-O2) Using the internet for delivery reports (W2-O2) Using Internet technology as a media campaign
Threats (*Threats*)	ST Strategies	WT Strategies
(T1) the growth of the higher kind of meal would threaten the restaurant if the restaurant does not create sales and marketing strategies.	(S2-T1) Improving service restaurant (S3-T3) Doing promo to innovation food and drinks provided	(W2-T2) Using technology and the internet so that it can increase sales with promotions and information flow dimsum festival will be well ordered when using

		technology
(T2) Competitors who have done service through a website that can provide customers needs and broader marketing. (T3) The emergence of new competitors in approximately the same location to make an alternative for consumers.		

Based on the SWOT analysis has been done can be seen that the company uses four strategies, namely:

- SO strategy (using the internal strength to take advantage of opportunities to increase the productivity of the company).
- WO Strategies (take the opportunity to address weaknesses - weaknesses contained in the company).
- ST Strategies (using the internal power for avoiding threats exist).
- WT Strategies (using internal weaknesses to avoid threats that exist)

Here urain of the strategy:

SO Strategies

- S1/O1. Maintain consistency of food and beverage menu prices.
- S3/O2. Innovations are new to the menu of food and drinks on a monthly basis can be promoted via the Internet so that customers can quickly figure it out and keen to try out the menu.
- S5/O3. Creating a new outlet to reach customers.

WO Strategies

- W3/O2. Using the Internet for delivery of the report.

- W2/O2. Using Internet technology as a media campaign.

    ST Strategies

- S2/T1. Improving service restaurants.

- S3/T3. Doing promo to innovation food and drinks provided.

    WT Strategies

- W2/T2. Using technology and the internet so that it can increase sales with promotions and information flow dimsum festival will be well ordered when using technology.

3.2. Problems Faced

Problems faced by PT. Triasa Gilang Jeps Megah at the moment is as follows:

1. Most of the company's business activities are done manually. So that data and information is often not conveyed to the maximum.
2. The limited ability of the employees working in their business operations in each restaurant Dimsum Festival.
3. The occurrence of many cheating of employees due to the lack of information systems.
4. Lack of networking online business process activities from the center to each - each branch Dimsum Festival.
5. Promotional activities are mostly done by word of mouth. Still not utilize IT for promotional activities.

3.3.   Alternative Troubleshooting

Alternatives that can be used as a problem-solving PT. Triasa Gilang Jeps Majestic is as follows:

1. The addition of a smart appliance or device to maximize the flow of data and information to be given to the top level management.
2. Developing applications that can integrate all divisions to minimize human error.
3. Intensive training on each employee to optimize the performance of each individual in the execution of work.

3.4.   Corporate Business Strategy

Based on the analysis of strategies and systems running earlier where the company's problems are the lack of integration between divisions or functional areas of the company and data storage (databases) that are still manual. With internal and external analysis of the company's business strategy, it is also known that the company has enough potential to compete. Along with the changing times, the business strategy should also be adjusted so that the company has a competitive advantage from its competitors. Hence the SI business strategy needs to be implemented, is implementing database systems and information technology in other parts of the company in order to overcome the weaknesses in the company so that the company's business processes and information flows can be achieved with a maximum in the future.

For the first phase in the implementation of the strategy melakukana information systems and information technology are integrated in the future, it is necessary to increase business in the IT function, namely:

- Application development

    Business functions are carried out through the development of enterprise applications, such as creating a Database Management System (DBMS), which aims to collect data organization that integrates all the data stored in the company, so as to accelerate or facilitate the search for data that need. And create an application that can integrate or connect the parts in the company so that the information flow can be run quickly like to communicate or transmit data quickly by using technology and computer networks.

- Utilizing information systems for decision-making

    With the benefit of information systems, data can be obtained quickly and produce quality information. It provides assistance for the decision makers to determine the company's strategy and decision making for the company in the future. With the rapid flow of information that employees can work efficiently and innovate well.

- Leveraging Use of the Website

    The implementation of the website, businesses can promote or introduce products that exist in the company towards its customers, suppliers and new customers. So with the website, it can attract new customers to add to profits.

- Improving employee performance

    Information systems can also provide good performance for employees,
    with employee benefits information system performance can be helped so
    as to provide good results, with the company providing the training or
    training to use the system information.

- Maintenance / IT

    Business functions is instrumental in checking the system, maintain the
    network, as well as integrating enterprise data from possible damage or
    theft, as well as maintain the integrity of the system / application and the
    company is performing maintenance and repair components / IT firm
    (update).

3.5.   Business Strategy SI

SI business strategy is one of the forms of outcome / output of the strategic
planning process / IT, this strategy will explain how the systems and information
technology can be utilized to support any business activities related to the achievement of
the vision and mission of the company, and has been adapted to the strategy owned
business enterprises.

3.5.1 CRM (Customer Relationship Management)

    Applications CRM (Customer Relationship Management) can be used by
    the company in an effort to establish a relationship with the custumer with better

impact in terms of marketing and customer service. This application will apply the factors include:

Data capture and Maintenance

Companies must be able to retrieve data accurately and effectively, and should be able to maintain it.

The data were taken as:

- Data or customer profile (company)

- Data transactions are carried out in order goods customers.

- Personalized two-way dialogue

By using CRM companies can easily communicate with customers such as:

- Input or suggestions from customers to the company's products

- Transmission errors

3.5.2. Developing Supply Chain Management (SCM)

Companies can manage the stock of raw materials that do not interfere with the production company to produce food and beverage products. The application of SCM (Supply Chain Management) company can menjali good relationship with our suppliers. Thereby reducing errors in the delivery of raw materials from suppliers. With the SCM company helped with the setting of raw materials in the warehouse or storage. And it is not the lack of raw materials of the company.

3.5.3. Website

The website provides an advantage in terms of promoting the company at large. In because already many people who use the internet. In the website there is a company profile, product description are generated, and the latest innovations the company has done. So customers who want to try Dimsum Festival can search for the information that you want to try the product. And can provide advice and criticism of the products and services on offer.

3.5.4. Developing Executive Information System (EIS)

EIS (Executive Information System) to provide information to the top level management decisions. So the directors / directors can make good decisions and accurate compliance reporting tailored to the needs of the director. Director may determine the long-term corporate strategy well.

3.5.5. Developing Management Information System (MIS)

MIS (Management Information System) provides assistance to companies in data processing company with both so it can take a good and accurate decisions in running the company day-to-day or short-term

The purpose of the MIS are:

- Provide information that is used in determining the price of the product, financial and other goals desired by the management.
- Providing information in the planning, control, evaluation, and continuous improvement

- Provide decision-making information to the everyday running of the company

3.5.6. Developing Application Services

With the application service can help the servants in performing their duties. Thereby reducing errors in recording order. This application can also provide fast service so that customers do not wait long pesanana and payment. The application is integrated between the waiters, kitchen and cashier.

3.6 Management Strategies / IT

Management strategy / IT are taken by the management, dealing with pengimplementsian systems and information technology companies. The policy is the addition of an organizational structure that can support information systems, supported by human resources with respect to enterprise information systems.

Additions in the proposed organizational structure is to increase IT Division:

Division of Information Technology (IT):

- Creating applications needed
- Responsible for the maintenance of hardware and software used in the company
- Implementing new technology in the enterprise
-

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. CONCLUSION

conclusions about things - things that have been discussed above. Can be seen in outline:

1. Having IT division is something needed by PT. Triasa Gilang Jeps Megah in because can integrate the parts that exist in the company so that the flow of information quickly and accurately.

2. Using the web as a marketing medium in order to increase sales and provide benefits to PT. Triasa Gilang Jeps Megah cost-saving promotions.

3. With the SI / IT at PT. Triasa Gilang Jeps Megah help to achieve the vision and mission of the company for supporting the company's performance in terms of both level kesulurahan strategic, tactical, and operational ..

4.2. ADVICE

From our analysis has been done on PT.Triasa Gilang Jeps Megah these suggestions can be considered to conduct strategic planning, more information is:

1. Need to set up an IT division to solve problems that might occur with existing systems and also to develop the system in the future.

2. PT.Triasa Gilang Jeps Megah need to conduct performance evaluations / IT regularly to make improvements and development toward better suit the needs resto café in order to satisfy customer needs.

3. There needs to be direct involvement of the top management level.

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