

INTISARI

Apotek Ceria Ajibarang merupakan salah satu apotek yang menyediakan berbagai macam obat, vitamin, dan alat kesehatan. Serta dapat melayani pengecekan kesehatan seperti pengecekan kolesterol, gula darah, asam urat, dan tensi. Meningkatnya jumlah kebutuhan masyarakat pada layanan kesehatan serta menambahnya pesaing apotek di sekitar Ajibarang. Permasalahan utama di Apotek Ceria Ajibarang yaitu masih belum maksimalnya penggunaan sistem informasi, maka dibutuhkan rencana strategis menggunakan sistem informasi yang dapat meningkatkan efektivitas, efisiensi, serta mampu bersaing dengan apotek lain. Metode yang digunakan dalam melakukan penelitian ini adalah *Ward and Peppard*, dengan menerapkan analisis *Value Chain*, *SWOT* (*Strength, Weakness, Opportunity, Threat*), *PEST* (*Political, Economic, Sosial, Tecnological*), *Five Forces Model Porter*, *CSF* (*Critical Succes Factor*), serta *McFarlan Strategic Grid*.

Kata kunci: *Ward and Peppard*, *PEST*, *Value Chain*, *SWOT*, *CSF*

ABSTRACT

Apotek Ceria Ajibarang is one of the pharmacies that provides a variety of medicines, vitamins, and medical devices. And can serve health checks such as checking cholesterol, blood sugar, uric acid, and tension. The increasing number of people's needs in health services and the increase in pharmacy competitors around Ajibarang. The main problem at Apotek Ceria Ajibarang is that the use of information systems is still not maximized, so a strategic plan is needed to use information systems that can increase effectiveness, efficiency, and be able to compete with other pharmacies. The method used in conducting this research is Ward and Peppard, by applying Value Chain analysis, SWOT (Strength, Weakness, Opportunity, Threat), PEST (Political, Economic, Social, Tecnological), Porter's Five Forces Model, CSF (Critical Succes Factor), and McFarlan Strategic Grid.

Keywords: Ward and Peppard, PEST, Value Chain, SWOT, CSF