

INTISARI

Perencanaan strategis sistem informasi saat ini sangat membantu keberhasilan suatu organisasi dalam melaksanakan bisnisnya. Apotek Arif merupakan salah satu apotek yang menyediakan berbagai macam obat dan alat kesehatan. Meningkatnya kebutuhan masyarakat akan layanan kesehatan, mendorong berdirinya banyak apotek baru, yang kini menjadi pesaing bagi Apotek Arif. Permasalahan utama yang dihadapi Apotek Arif adalah kurangnya perencanaan strategis sistem informasi, sehingga sistem yang digunakan belum mampu beradaptasi secara optimal terhadap perkembangan kebutuhan bisnis. Kondisi ini berpotensi menghambat upaya apotek dalam meningkatkan keunggulan kompetitif di tengah persaingan industri farmasi yang semakin ketat. Metode yang akan digunakan dalam penelitian ini adalah dengan analisis SWOT (Strength, Weakness, Opportunity, Threat), PEST (Political, Economic, Social, Technological), Value Chain, Five Forces Model Porter serta McFarlan Strategic Grid, dengan hasil berupa blueprint aplikasi berbasis mobile yang diharapkan mampu menjadi gambaran bagi Apotek Arif untuk mempermudah layanan kepada pelanggan, seperti pemesanan obat, konsultasi, dan pengecekan ketersediaan produk kedepannya.

Kata kunci: Ward and Peppard, Perencanaan Strategis Sistem Informasi, SWOT, PEST, Value Chain

ABSTRACT

Strategic planning of information systems is currently very helpful for the success of an organization in conducting its business. Apotek Arif is one of the pharmacies that provides a wide range of medicines and medical devices. The increasing demand for healthcare services has led to the establishment of many new pharmacies, which are now competitors for Apotek Arif. The main issue faced by Arif Pharmacy is the lack of strategic information system planning, resulting in the current system being unable to adapt optimally to evolving business needs. This situation has the potential to hinder the pharmacy's efforts to enhance its competitive advantage amid the increasingly intense competition in the pharmaceutical industry. The methods to be used in this study include SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), PEST (Political, Economic, Social, Technological), Value Chain, Porter's Five Forces Model, and McFarlan Strategic Grid, with the results being a blueprint for a mobile-based application that is expected to serve as a guide for Arif Pharmacy to streamline services for customers, such as medication ordering, consultations, and product availability checks in the future.

Keywords: Ward and Peppard, Information Systems Strategic Planning, SWOT, PEST, Value Chain