

ABSTRACT

Information System Strategic Planning Using Anita Cassidy Method (Case Study:SME Printing Level)

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Information technology is needed for an organization or company in running its business. Information Technology is a set of tools that help us work with information as well as perform tasks related to information processing. In an effort to achieve the goals of the Printing Level SMEs, which are written in the vision and mission, it requires an IS/IT strategy planning to face competition with other SMEs. The method used in IS/IT planning is Anita Cassidy's method. The visioning phase of Anita Cassidy's method aims to understand the latest business aspects and generate the data needed for analysis at the next stage. The analyze phase of Anita Cassidy's method on MSMEs produces a level 1 SWOT quadrant which means that MSMEs at Printing Level have strong and aggressive opportunities and benefits. Then at the direction stage, a vision, plan and identification are produced from IS, namely by producing several application recommendations that will be applied to this Medium Printing Medium Enterprise, such as: financial balance planning information systems, financial cash, financial internal audits, marketing team information systems, information systems for quality control, warehouse management system and the last is production management. Then at the recommendation stage, recommending the information system that should be applied by this Medium Printing Medium Enterprise so that it can be applied to businesses, namely servers, domains, computers and firewalls. Then the other recommended thing is the addition of the STI division in the company, so that the maintenance process and work on the SI/STI becomes easier

Keywords: Anita Cassidy, Telkom University, SME Printing Level, SWOT Analysis.