

## **ABSTRACT**

### ***IMPLEMENTATION WARD AND PEPPARD METHOD IN PLANNING SI/TI STRATEGY AT PITCAR SERVICE***

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*Pitcar Service already has an Information System and Information Technology (IS/TI) that supports several business activities, one of which is through the company profile website. However, the existing IS/TI implementation has not fully met the main needs of the company's business processes. Some operational activities, such as recording, parts stock management, and workshop transactions are still done manually. The mismatch between business process needs and the application of information technology causes various obstacles, such as less efficient operations, the risk of errors in data recording, and limited access to real-time information. In addition, the absence of clear guidelines in prioritizing SI/TI projects causes the development and implementation of information technology to run without a structured direction. This research aims to design an SI/TI strategy that is aligned with Pitcar Service's business needs using the Ward and Peppard method. The approach used includes PESTLE, SWOT, Value Chain, Critical Success Factors (CSF), and McFarlan Strategic Grid analysis. The result of this research is an SI/TI Strategic Planning document that serves as a guide in prioritizing SI/TI projects and managing technology investments to match business objectives. The result of this research is an SI/TI Strategic Planning document for Pitcar Service, which serves as a guide in prioritizing SI/TI projects and managing technology investments to align with the company's business objectives. The document includes 5 proposed SI business strategies, 3 IT strategies and 6 SI/TI management strategies.*

***Keywords: SI/TI Strategic Planning, Pitcar Service, SWOT, Ward and Peppard***