

ABSTRAK

Rifad Bakery adalah sebuah perusahaan produsen roti yang berlokasi di Kediri, Jawa Timur, dan telah berdiri sejak tahun 2010. Rifad Bakery berencana memperluas jangkauan distribusinya ke Bali dan Yogyakarta. Namun, mereka menyadari bahwa kurangnya pemanfaatan SI/TI dalam proses bisnis dapat menghambat rencana ekspansi tersebut. Rifad Bakery menghadapi kesulitan dalam menentukan SI/TI yang sesuai dengan kebutuhan perusahaan. Penelitian ini bertujuan untuk membuat perencanaan strategis SI/TI Rifad Bakery yang selaras dengan strategi bisnisnya dengan menggunakan metode Ward dan Peppard. Proses analisis dibagi dalam beberapa tahap, yaitu persiapan penelitian, pengumpulan data, analisis kondisi saat ini, interpretasi kebutuhan perusahaan dan perumusan strategi. Berdasarkan hasil analisis lingkungan bisnis internal dan eksternal, serta analisis lingkungan SI/TI internal dan eksternal, diketahui bahwa Rifad Bakery memiliki potensi kebutuhan bisnis yang dapat dimanfaatkan untuk meningkatkan kinerja perusahaan. Potensi ini mencakup berbagai unit perusahaan, termasuk produksi, distribusi, penjualan, pemasaran, dan manajemen karyawan. Rekomendasi untuk SI mencakup penerapan Sistem Informasi Manajemen (SIM) yang terintegrasi, meliputi sistem informasi bahan baku, perencanaan produksi, distribusi dan penjualan, akuntansi, serta SDM. Teknologi informasi yang disarankan meliputi penggunaan cloud server, penambahan dua komputer, pengoptimalan pengaturan SSID internet, dan penggunaan *cyber security*. Manajemen SI/TI mencakup penambahan staf IT, prosedur backup data secara rutin, pemantauan kinerja sistem, serta kebijakan keamanan data dan akses.

Kata kunci: Rifad Bakery, perencanaan strategis SI/TI, metode *Ward and Peppard*.

ABSTRACT

Rifad Bakery is a bakery company located in Kediri, East Java, and has been established since 2010. Rifad Bakery plans to expand its distribution reach to Bali and Yogyakarta. However, they realize that the lack of Information System and Information Technology (IS/IT) utilization in business processes can hinder the expansion plan. Rifad Bakery faces difficulties in determining the IS/IT that suits the company's needs. This research aims to make Rifad Bakery's IS/IT strategic planning aligned with its business strategy using the Ward and Peppard method. The analysis process is divided into several stages, namely research preparation, data collection, analysis of current conditions, interpretation of company needs and strategy formulation. Based on the results of internal and external business environment analysis, as well as internal and external IS/IT environment analysis, it is known that Rifad Bakery has potential business needs that can be utilized to improve company performance. This potential covers various company units, including production, distribution, sales, marketing, and employee management. Recommendations for information systems include the implementation of an integrated Management Information System (MIS), including information systems for raw materials, production planning, distribution and sales, accounting, and human resources. Recommendations for information technology includes using a cloud server, adding two computers, optimizing internet SSID settings, and using cyber security. Recommendations for IS/IT management includes addition of IT staff, routine data backup procedures, system performance monitoring, and data security and access policies.

Keywords: *Rifad Bakery, strategic planning IS/IT, Ward and Peppard methods.*