

**STRATEGIC PLANNING OF INFORMATION SYSTEMS AT TV  
SUMSEL (PT. TIVI INDONESIA INTER MEDIANET PALEMBANG)  
USING THE WARD AND PEPPARD APPROACH**

**ABSTRACT**

TV Sumsel is one of the companies operating in the digital television broadcasting media industry in Palembang. In response to the increasing competition in the current digital broadcasting era, TV Sumsel needs to pay attention to technological advancements to streamline its broadcasting production processes and enhance its competitive quality, particularly in the area of information systems. However, TV Sumsel has yet to fully utilize information systems, which often leads to challenges during production. The strategic planning for the designed information system adopts the Ward and Peppard approach, supported by analyses such as SWOT, Value Chain, Critical Success Factors, and McFarlan's Strategic Grid. The findings from this study propose seven information system business strategies, including the need for an upgrade of the TV Sumsel website, the use of Email and Microsoft Office, and new applications like Asset Management Information System, Media Information System, Cooperation Management Information System, and Human Resources Information System.

**Keywords: Strategic Planning, Information Systems, Ward and Peppard**

**PERENCANAAN STRATEGIS SISTEM INFORMASI DI TV SUMSEL  
(PT.TIVI INDONESIA INTER MEDIANET PALEMBANG) DENGAN  
PENDEKATAN *WARD AND PEPPARD***

**ABSTRAK**

TV Sumsel merupakan salah satu perusahaan yang beroperasi dibidang industri media penyiaran televisi digital yang ada dikota Palembang. Dalam upaya mengantisipasi persaingan yang semakin bertambah banyak di era penyiaran digital saat ini, TV Sumsel perlu memperhatikan perkembangan teknologi untuk memperlancar proses produksi penyiaran dan daya saing yang berkualitas salah satunya dibidang sistem informasi. Namun, TV Sumsel belum memanfaatkan sistem informasi sehingga sering mengalami kendala pada saat proses produksi. Bentuk perencanaan strategis sistem informasi yang dirancang ini menggunakan pendekatan *Ward and Peppard* dengan bantuan analisis yaitu *SWOT*, *Value Chain*, *Critical Success Factor*, dan *McFarlan's Strategic Grid*. Hasil dari penelitian ini mengusulkan 7 strategi bisnis SI yaitu *Website* TV Sumsel yang masih membutuhkan *upgrade*, *Email* dan *Microsoft Office* yang saat ini telah digunakan, dan aplikasi baru yaitu SI Manset (Manajemen Aset), SI Media, SI Manajemen Kerja Sama, SI Kepegawaian.

**Kata Kunci:** Perencanaan Strategis, Sistem Informasi, *Ward and Peppard*