
DESIGN OF STRATEGY MAP TECHNOLOGY INFORMATION BASED IT BALANCE SCORECARD

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Abstract

PT Harapan Kurnia Textiles, a company engaged in the Indonesian textile industry, has implemented an information system to manage its business processes. However, this does not fully support existing business processes or refers to an integrated and comprehensive IT implementation plan. So we need an information technology strategy map that can provide added value in the form of competitive advantage in company competition. The key concepts used in John Ward and Peppard's method of creating an information technology strategic map framework include an analysis of the external business environment, internal company analysis, internal IT environment analysis, and external IT environment analysis to determine the institution's business strategy. and using the IT Balanced Scorecard approach to determine the IT management strategy. The Ward and Peppard method has PESTEL analysis, value chain, SWOT, CSF, application mapping with McFarlan Grid and IS analysis to provide information system recommendations. To facilitate the preparation of the strategy, in terms of the fields and general objectives of the IT balance scorecard, strategic information technology systems can be formulated as information technology maps and strategies in a harmonious and balanced manner. Work on improving the performance of PT Harapan Kurnia Textile Indonesia in various ways, especially in the management of information technology.

Keywords: Design, Strategy Map , SWOT Analysis, IT Balance Scorecard

Introduction

PT Harapan Kurnia Textiles, one of the textile companies in Indonesia, adopted information technology to achieve the facility's vision and business objectives, but its application has not been maximized. the user side and the benefits to the organization and society.

In order for the investment in information technology provided by the institution to be comparable and fulfill the vision and goals that can be achieved, then one of the solutions to overcome these problems is strategic planning of information systems and information technology through IT. IT strategy map design through John Ward and Pepard's framework and IT Balance scorecard perspective. To facilitate the preparation of this strategy within the scope of IT balance scorecard goals and in a general perspective, strategic information technology systems can be arranged in the form of information technology strategy maps and mapped out. If KPIs (Key Performance Indicators) are used in the description of the strategy map..

The strategy map is a diagram that shows the vision, mission and organizational strategy implemented in the daily activities of each business unit using KPI (Key Performance Indicator). The map identifies various things about the strategy to achieve organizational goals. The strategy map has at least four perspectives, viz. learning and growth perspective, internal process perspective, customer perspective, and financial perspective. Work plans (action plans) can be formed from the results of strategic map planning, which can be used as a reference for the application of IS and IT in institutions. (Kaplan & Norton, 2015). Below is an overview of the company's IT balance scorecard :