

ABSTRAK

PERUMDAM Tirta Galuh Ciamis sebagai penyedia layanan air bersih menghadapi tantangan dalam efisiensi operasional, seperti manajemen data pelanggan yang masih manual, kurangnya integrasi sistem, dan respons yang lambat terhadap keluhan pelanggan. Penelitian ini bertujuan untuk menyusun perencanaan strategis sistem informasi (SI) yang selaras dengan tujuan bisnis di PERUMDAM Tirta Galuh.

Analisis dilakukan dengan menggunakan metode Anita Cassidy, yang terdiri dari empat tahap: Visioning, Analysis, Direction, dan Recommendation. Menggunakan 3 variabel yaitu pendekatan Value Chain untuk memetakan aktivitas bisnis, Five Forces untuk menilai daya saing, dan SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman. Hasil penelitian menunjukkan bahwa PERUMDAM membutuhkan penguatan sistem informasi berbasis digital, seperti pengembangan aplikasi mobile pelanggan, integrasi sistem billing dengan GIS, serta peningkatan infrastruktur TI dan keamanan data.

Rekomendasi strategis mencakup empat proyek prioritas: (1) Sistem Informasi Manajemen Pelanggan Terintegrasi, (2) Aplikasi Mobile untuk Pembayaran dan Pengaduan, (3) SCADA/IoT untuk Pemantauan Jaringan Air, dan (4) Pelatihan SDM TI.

Kata Kunci: Perencanaan Strategis, Sistem Informasi, Anita Cassidy, PERUMDAM, Value Chain

ABSTRACT

PERUMDAM Tirta Galuh Ciamis, as a clean water service provider, faces operational efficiency challenges, including manual customer data management, lack of system integration, and slow response to customer complaints. This study aims to develop a strategic information system (IS) plan aligned with PERUMDAM Tirta Galuh business objectives using the Anita Cassidy method, which consists of four stages: Visioning, Analysis, Direction, and Recommendation.

The analysis was conducted using the Anita Cassidy method, which consists of four stages: Visioning, Analysis, Direction, and Recommendation. Value Chain approach to map business activities, Five Forces to assess competitiveness, and SWOT to identify strengths, weaknesses, opportunities, and threats. The research findings indicate that PERUMDAM requires digital-based information system enhancements, such as the development of a customer mobile application, integration of billing systems with GIS, as well as improvements in IT infrastructure and data security.

The strategic recommendations include four priority projects: (1) Integrated Customer Management Information System, (2) Mobile Application for Payments and Complaints, (3) SCADA/IoT for Water Network Monitoring, and (4) IT Human Resource Training.

Keywords: Strategic Planning, Information Systems, Anita Cassidy, PERUMDAM, Value Chain Analysis