

ABSTRAK

Pelayanan publik pada era digital menuntut instansi pemerintah untuk memanfaatkan teknologi informasi secara optimal. Dinas Sosial Kabupaten Ciamis dalam penyelenggaraan pelayanannya belum didukung oleh sistem informasi yang terintegrasi, sehingga menimbulkan kendala dalam pengelolaan data dan efektivitas pelayanan kepada masyarakat. Penelitian ini bertujuan untuk menyusun perencanaan strategis sistem informasi menggunakan metode *Ward and Peppard* dalam meningkatkan kinerja pelayanan pada Dinas Sosial Kabupaten Ciamis, serta menghasilkan portofolio aplikasi dan rekomendasi strategi sistem informasi yang selaras dengan tujuan organisasi.

Penelitian ini menggunakan metode *Ward and Peppard*, yang meliputi analisis bisnis lingkungan dan analisis SI/TI internal maupun eksternal menggunakan *tools* SWOT, *Value Chain*, *Critical Success Factors* (CSF), PEST, dan *McFarlan Strategic Grid*. Data dikumpulkan melalui studi literatur, observasi, wawancara, dan kuesioner terhadap 15 responden dengan skala Likert empat tingkat.

Penelitian ini menghasilkan perencanaan strategis sistem informasi yang mencakup strategi bisnis SI untuk mendukung kebutuhan pelayanan, strategi TI berupa pengembangan infrastruktur perangkat keras, perangkat lunak, jaringan, integrasi sistem, dan keamanan data, serta strategi manajemen SI/TI yang meliputi tata kelola, peningkatan kompetensi SDM, dan pengelolaan investasi SI/TI. Selain itu, dihasilkan portofolio aplikasi berupa 21 usulan sistem informasi yang dipetakan ke dalam *McFarlan Strategic Grid*, terdiri atas 5 aplikasi kuadran *Strategic*, 7 aplikasi *Key Operational*, 4 aplikasi *Support*, dan 5 aplikasi *High Potential*, disertai roadmap pengembangan lima tahun (2026-2030) sebagai acuan bagi Dinas Sosial Kabupaten Ciamis dalam mendukung transformasi digital pelayanan sosial.

Kata Kunci: Perencanaan Strategis Sistem Informasi, Ward and Peppard, Portofolio Aplikasi, Dinas Sosial

ABSTRACT

Public services in the digital era require government agencies to optimally utilize information technology. In carrying out its services, the Social Affairs Office of Ciamis Regency has not been supported by an integrated information system, resulting in constraints in data management and service effectiveness to the community. This research aims to develop an information systems strategic plan using the Ward and Peppard method to improve service performance at the Social Affairs Office of Ciamis Regency, as well as to produce an application portfolio and information system strategy recommendations aligned with organizational goals.

This research uses the Ward and Peppard method, which includes business environment analysis and internal and external IS/IT analysis using the tools SWOT, Value Chain, Critical Success Factors (CSF), PEST, and the McFarlan Strategic Grid. Data were collected through literature study, observation, interviews, and questionnaires distributed to 15 respondents using a four-point Likert scale.

This research produced an information systems strategic plan comprising an IS business strategy to support service needs, an IT strategy involving the development of hardware, software, network infrastructure, system integration, and data security, and an IS/IT management strategy covering governance, human resource competency development, and IS/IT investment management. In addition, the research produced an application portfolio consisting of 21 proposed information systems mapped into the McFarlan Strategic Grid, comprising 5 Strategic applications, 7 Key Operational applications, 4 Support applications, and 5 High Potential applications, accompanied by a five-year development roadmap (2026-2030) to guide the Social Affairs Office of Ciamis Regency in supporting the digital transformation of social services.

Keywords: Information Systems Strategic Planning, Ward and Peppard, Application Portfolio, Social Affairs Office