

ABSTRACT

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ANALISIS PERENCANAAN STRATEGIS TEKNOLOGI SISTEM INFORMASI PADA PT. SAPTA TUNAS TEKNOLOGI DENGAN MENGGUNAKAN METODE SWOT.

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Any use of information technology can not be separated from strategic planning that can support the sustainability of a company's business processes. the planning can be in the form of technology, human resources and objectives, lack of less strategic planning of a company caused by various factors, it is necessary management of the planning that appears to be able to reduce the adverse impacts caused by the threat. PT.Sapta Tunas Teknologi is a company engaged in sales and services both in PT.Sapta Tunas with sales system supported by information technology infrastructure.

Method Strengths, Weaknesses, Opportunities, Threats (SWOT) is a strategic planning approach developed as a decision-making process to allocate resources to be more identified to ensure efficient and effective resources related to business operations can be considered and documented..

Based on the results of planning analysis conducted, based on the 4 main aspects of SWOT namely Strengths, Weaknesses, Opportunities, and Threats, then obtained that are identified by priority category. Planning to allocate resources from those found, can be controlled by the suggested controls of the SWOT method based on the process undertaken by the researcher, in the hope of developing an effective and efficient business.

Bibliography (2001-2014)