

**Perencanaan Strategis Sistem Informasi dengan Pendekatan SWOT  
dan Balance Scorecard Pada PT. Honda Istana Cendrawasih Motor  
Semarang**

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**ABSTRAK**

Honda Istana Cendrawasih merupakan sebuah dealer resmi penjualan mobil merek Honda. Pada saat ini banyak muncul perusahaan yang sejenis sehingga mengharuskan Honda Istana Cendrawasih Semarang mempunyai strategi agar dapat bertahan. Masalah yang dimiliki oleh Honda Istana Cendrawasih Semarang yaitu lemahnya sistem informasi sehingga penjualan menurun dibandingkan dengan kompetitor lain dan ketidakselarasan antara sistem informasi dan tujuan bisnis yang berjalan selama ini. Maka diperlukan perencanaan strategis sistem informasi untuk meningkatkan keunggulan kompetitif sehingga selaras dengan tujuan sistem informasi. Pada penelitian ini menggunakan analisa SWOT (Strength, Weaknesses, Opportunities, and Threats) dan Balance Scorecard (Financial, Customer, Internal Business Processes and Learning & Growth). Berdasarkan metode tersebut akan menghasilkan peta strategi yang merupakan langkah sasaran strategi dan portofolio aplikasi potensial yang dipetakan dalam bentuk 4 kuadran matrik Mc Farlan sehingga Honda Istana Cendrawasih Semarang dapat meningkatkan keunggulan kompetitif dimasa yang akan datang.

**Kata Kunci** : Perencanaan Strategis Sistem Informasi, Analisis SWOT (Strength, Weaknesses, Opportunities, and Threats), Balance Scorecard (Financial, Customer, Internal Business Processes and Learning & Growth), Peta Strategi, Mc Farlan, P

**Strategic Planning of Information System with SWOT Approach and  
Balance Scorecard At PT. Honda Istana Cendrawasih Motor  
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**ABSTRACT**

Honda Istana Cendrawasih is an authorized dealer of Honda brand car sales. At this time many emerging similar companies that require Honda Istana Cendrawasih Semarang has a strategy to survive. The problem that is owned by Honda Istana Cendrawasih Semarang is weak information system so that sales decrease compare to other competitors and unconformity between information system and business objectives that run so far. Then needed strategic planning of information system to increase competitive advantage so that aligned with the purpose of information system. In this research use SWOT analysis (Strength, Weaknessess, Opportunities, and Threats) and Balance Scorecard (Financial, Customer, Internal Business Process and Learning & Growth). Based on these methods will produce a strategic map that is the target strategy and portfolio of potential applications mapped in the form of 4 matrix Mc Farlan so that Honda Istana Cendrawasih Semarang can increase competitive advantage in the future.

**Keyword** : Strategic Planning of Information Systems, SWOT Analysis (Strength, Weaknessess, Opportunities, and Threats, Balance Scorecard (Financial, Customer, Internal Business Process and Learning & Growth), Strategy Map, Mc Farlan, P