ANALYSIS OF THE STRATEGY SYSTEM, INFORMATION TECHNOLOGY AND MANAGEMENT IN IMPROVING COMPETITIVENESS AND COMPETENCE COOPERATIVE MEMBERS

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Abstract - Writing aims is to utilize information technology optimum use information system as the main component organization or company. Why the strategy SI/TI needs to make resources very limited, owned company so seoptimal possible, should be used to increase the competitiveness of companies, or because their competitors have resources, the same technology to ensure that asset information technology can be applied directly or indirectly companies, improve profitability whether to pay an increase in income or revenue and reducing costs and expenses or to prevent the occurrence of surplus overs investment or under investments in information technology. This required a strategic planning SI/TI really answer the needs of business organization will information.

Keywords: Strategy Planning SI/TI, Information Technology

I. INTRODUCTION

In the era of the information business activities an organization not regardless of the role of information systems and information technology SI/TI the mainstay is a means to win, competition in industry help organization in achieving efficiency process back office, improve the quality of service to consumers helped resolved, plan ahead expand the market, and marketing organization to superior product complete supported by the information system must be adjusted to ripeness processes and business plan competition organization forward to win. Information systems in helping organization serve as a means to realize the purpose of the organization. This research not aimed at test hypotheses but helpful cooperation in decision making pertaining to strategy to be used to create a competitive advantage. In order to increase competitiveness on cooperatives and prepare resources members quality cooperative on this, then required a strategic planning. Hence required an analysis to prepare the needs of the run together with vision, mission and goals of institutions. Organization need to do any digging needs business and evaluate resources information technology to obtained opportunities to be used and developed by actors involved in organization. For organization, having business strategy alone is not enough to face competition adult this. Business strategies that are usual poured in a document or blueprints business plan should also equipped with strategy SI/TI.

II. THEORY

2.1. Understanding Strategy

According to Rangkuti (2001:3) strategy is a tool to achieve the goals of the company in relation to the purpose of the long run, program a follow-up and priorities in the allocation of resources. Strategy is a long-term plan with followed actions intended to achieve a particular aim, that is generally is ‘ victory’.

2.2. Plan Strategy

According to Rangkuti (2006:184) planning plan strategy is focused on strategic decisions the all resources in relation to the long-term planning firm and usually having a period of more than a year. Strategy planning is a process of defining strategy, organization or landing and making decisions on allocation of resources to follow strategy defined, including capital and workers. A result produced usually strategy plan will be used as a guideline to define plan, functional and divisional including technology marketing. It is simple strategic planning determine where organization should be next year or more and how to get there. Usually, the process is an organization broad or focusing on the major function as division, department, or other major function.

2.3. Strategic planning

Strategic planning is a process of application identify portfolio the computer-based that will support organization in the business plan and realize purpose business. Strategic planning the studies influence the on the performance business and contribution for
organization in choosing strategic measures. Besides strategic planning also explained a tools, engineering and framework for management to harmonize strategy with business strategy, even looking for new opportunities through application of technology innovative.

![Figure 1.Model strategic planning](image)

Of pictures, there are 4 perspective (Ward and peppard, 2002: 154) the appointed
1. Financial perspective finance company that determine survival company. whether with applying this strategy can have economic benefits for the company.
2. Internal business perspective: the activity firm in appeasing employees and business partner.
3. Customer perspective how customers looked subsidiary in terms of products service, relations and value added.
4. Innovation and learning perspective to achieve this vision of the future. How the company improve and create value future to stakeholders.

Some characteristic of strategic planning among others:
1. The main mission: preeminence strategic or competitive and relation to business strategies.
2. The target keywords: the pursuit of opportunity and the integration of the and business strategies. The direction of executive or senior management and User.
3. And approach main users in the form of innovation and combinations of develop bottom up and analyzed the top down.

2.4. Analysis of the business strategies and company
According to Thompson et.all (2005: 1) strategy the company is strategy consisting of steps competitive and approach in business used by managers to attract and satisfy customers, contend, develop business, carry out daily operation, and achieving goals targeted. Strategy choices company indicated taken about how the company gain customers, respond changes market, compete, develop business, and how to reach the target.

There are 4 strategy commonly used company to distinguish it from competitors and reach competitive advantage (Thompson & Strickland, 2005: 7):
1. Being firm low cost give prominence in terms of cost compared to rival.
2. Exceeding competitors by providing products more good quality services of better more expansive, option products or ability of better technology.
3. Focusing on small market where not many competitors also play and became leader at the market.
4. Develop preeminence of competitive, expertise and force resource companies easily copied by competitors.

Has become public knowledge, that the development of business can not be foreseen and will always changing following change time. Even strategy set organization has attempt to anticipate these changes, but along with the then strategy be reviewed by repeated periodically, or even changed dramatically to follow the market a dynamic.

According to ward and peppard (2002: 188) in for applying business strategy, conditions contained major is:
1. To identify strategy existing and, particularly, any new elements that arises because development strategy formerly circulate.
2. If necessary, to interpret and research strategy, and the deciphering his in a way are composed. It is the best worked by a group that mixed with both business and disciples and skills.
3. To draw up confirmed as a result is conditions contained.

2.5. Information Technology
According to Boar (2001: 2) information technology is preparation, gathering, carting, retrieval, storage, access, the presentation and the transformation of information in all forms (sounds, a picture, the text, video, and pictures). The movement of information can be going on between humans, man and machine, and between the machine. Information management make sure the right choice, scattering, administration, the operation, maintenance, and the evolution of assets that is consistent with its purpose and objective of the organization.

2.6. Strategy IT Plan
According to ITGI (2007: 29) strategy plan to regulate it is of strategic planning and directing all resources it in line with business strategies and priorities. Function it and business stakeholders responsible for ensuring that optimal value of culprit ownership of project and services. Strategic planning emend key stakeholders, understanding odds and restrictions, evaluate performance of existing identify conditions contained capacity and human resources and explains the level of investment necessary. Business strategies and is to be reflected in priorities ownership of and by being executed plan (IT), tactical concise, setting the target plan of action of and tasks that understood and accepted by both business and IT.

2.6. Analysis of the value chain
According to porter in ward and peppard (2002: 201) chain value is a collection of activity that was undertaken to design, the result, the market, the delivery and support the products or services her. All this activity can be represented by a chain of value. A chain of value can be understood only in the context of a unit business other words,

According to ward and peppard (2002: 201) chain value of the unit of business is just one part of a set of larger of value added of activity in one chain of the value of an industry or be they systems of value. With analysis value chain, organization can be determining at a point which in a chain value that can reduce the cost of or give additional value (value added service).

Value chain is a frame work that is used to help organization rearrange their activities. In an outline it can be said value chain is how the organization see himself, with regard to their activities, ranging from the purchase of raw materials to a product produced organization are located on the wearer the end of (consumers). Not all a company must excel in any their activities. If a company not able to manage all activity, then can just activities are was handed over to the other party (outsourcing), because they can move the bits around with lower fees or with additional value being greater than if done by their companies.

Instead, company can allocate the resources to activities that really is overrun with good so that it will create preeminence visual on the activity. An analysis of the value chain begins with classifies activity into its components by which some cooperative the can initiate a process by acknowledges every point in the chain of business. The purpose of this analysis acknowledges places where cooperative have preeminence the cost of good at this moment and preeminence the costs of potential.

2.7. SWOT Analysis
Analysis on resources internal company (Strength and weakness) and analysis external company (Opportunities and Threats), otherwise known as analysis SWOT, can provide a sense of through about an enterprise, business position is healthy or unsound. Analysis training required to venture for the manufacture of strategy can be according to the ability of companies, resources which later reflected in the balance between strength and weakness of the company, external, and the situation which later reflected in the condition of competitive industry, which the company is that it moves the opportunity that owned companies, and the threat of external against profits and the market share of the company.

Good understanding about training companies, is an important thing in the manufacture of strategy, a source of power company can optimally used to prevent the threat of who comes out or to execute a chance to come. SWOT can be defined as follows: (Thompson.et.all, 2005: 89-98):

1. Strenght
   Is something that can be done well in company or a characteristic that can promote competition company. Strenght can take many forms:
   a. Expertise the company.
   b. Physical assets that are important.
   c. Human resources.
   d. Assets organization that is important. Other important assets that cannot be seen. Capability of competitive companies.
   e. The position of enterprise that benefits in the market.
   f. Cooperation between companies.

2. Weakness
   Is deficient existing to companies compared with other companies or condition that puts company at a disadvantage. Weakness internal a company may constitute: deficient in ability or skill to competing. Lack of asset-aset essential for competing. Weak in areas lock on competition.

3. Opportunities
   Is of important in shape a strategy of the company. Depending on the circumstances of the company, opportunities can be varied, ranging from is up to excess, sufficiently interesting to very interesting. Opportunities the most relevant to the state of the company is offering advantage,
raise the sides of competitive companies, and corresponding to the source of the power possessed the company.

**4. Threats**

Can be formed from the new technologies cheaper or better, a competitor who introduces new products that better the entry of new competitor regulations overburden new competitor, the company more than an interest rate hike, potential, companies forcible takeover and others.

**2.8. Critical Success Factor (CSF) Analysis**

According to Kerzner (2001:28) csf is decisive factor success to strategic planning to project management including activities to do when organization achieve long-term goals mostly company only have some decisive factor success. However, even if one of them is unsuccessful run, competitive business possible position threatened. Popular technique and very helpful in developing strategy is not only but also to develop business strategy. Critical Success Factor (CSF) can be used with many ways with different purposes. Critical Success Factor (CSF) Analysis used to interpret purpose, tactics, and operational activities, in an organization including demand information and strength and weakness of the system current running in a company. In this case if the results of these areas, implementation of satisfying can then be ascertained that competitive advantage can be accomplished. According to war and peppard (2005: 5).

According to Ward and Peppard (2002: 3) Critical Success Factor (CSF) Analysis uses a balance consisting of 4 perspective which is this:

a. Financial perspective: a finance company that determine survival company. Whether with applying this strategy can have economic benefits for the company.

b. External business perspective: the activity firm in appeasing employees and business partner.

c. Customer perspective: how customers looked subsidiary in terms of products service, relations and value added.

d. Innovation and learning perspective: it is to reach visions of future. How the company increase and create value the future for stakeholders.

![Figure 2. Ward and Peppard (2002: 3) Critical Success Factor (CSF) Analysis](image)

According to Moh.Hatta: cooperative is a mutual effort to improve the economic livelihood based on succor help spirit was driven by the desire to provide services fella based on the principle of a makes all and all make.

**III. RESULTS AND DISCUSSION**

**3.1. Background the founding of general cooperatives**

To mend society economy in our country the government set that system proper applied of them economic system society-based and business entities proper, for it was business entities cooperative. KSU “Ceger Jaya” expected to running an organization its effort so completely capable of being hope public especially political public Ceger in improving welfare and its remain consistent and identity cooperative. From year to KSU “Ceger Jaya” continued to crawl in serve members of society especially area Ceger East Jakarta. Recruitment employed continue to be based business development, cooperation with agencies other keep is woven; be it in terms of human resource development KSU “Ceger Jaya” and its members also for additional working capital KSU “Ceger Jaya” keep toward improvement, the result of “award was received among other:

2. KSU best hope 1 East Jakarta 1996
3. KSU Mandiri the nucleus and KSU exemplary II East Jakarta 1997
4. KSU exemplary 1 East Jakarta 1998
5. KSU and waserda prospektif 1999
6. KSU with high achievement east jakarta 2000
7. KSU for achievement and manager achiever National level in 2001 to 2007.

**3.2. Destination**

Establishment KSU “Ceger Jaya” aims: helped to improve peoples welfare, especially a member of
village community ceger. Make KSU “Ceger Jaya” as economic center village that can serve all its in all daily needs and business capital.

3.3. Business Type
Following of business on KSU “Ceger Jaya”:
1. Business unit loan and save.
2. Products can mistress in savings voluntary, simpana voluntary futures (deposits), obligatory saving specifically, deposits cooperative.

3.4. Analysis SWOT
The analysis SWOT used to see the environment both internally (S-W) and external (O-T) to give their input on adoption of resolution strategy and priority strategy against what should do first by the decision makers.

Table 1. Analysis Of SWOT

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weakness</th>
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</thead>
<tbody>
<tr>
<td>1. Strong ties to the party customers and business relationships</td>
<td>1. Still error flags analysis of analysts credit on the lending fresh funds to members</td>
</tr>
<tr>
<td>2. A good reputation on means to consumer financing in the fields of services</td>
<td>2. Deficient in intake of fresh funds that does something to this lending funds for its members and the general public.</td>
</tr>
<tr>
<td>3. Cooperative dealing in illegal trade, the field of services, and loan and save. Sub unit is loan and save sub unit mainstay because was a staple cooperatives and generating revenue largest of total revenue cooperative.</td>
<td>3. Membership decreases in the number of cooperatives</td>
</tr>
<tr>
<td>4. The management of loan and save business unit done in a professional.</td>
<td>4. The lack of promotion products that will be offered to the public</td>
</tr>
<tr>
<td>5. Interest rates mild lending</td>
<td>5. A lack of fresh funds intake given by financier</td>
</tr>
<tr>
<td>6. Have excellence current expenses and the costs of potential.</td>
<td>6. Ignorance regarding a cooperative society</td>
</tr>
<tr>
<td>7. Cost efficiency by analyzing activity</td>
<td>7. Lending interest rates higher</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Still of transparency in the fields of services, financing in addition to as factors to open business opportunity</td>
<td>1. Many competition between ksu one with another by offering amenity in terms of lending funds.</td>
</tr>
<tr>
<td>2. The level of public consumption to open and expand their businesses and services as well as trade was still high</td>
<td>2. Interest rates lending very high</td>
</tr>
<tr>
<td>3. Lower lending rates low that could recruit new membership</td>
<td>3. The quantity and the quality of human resources yamg is still inadequate</td>
</tr>
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2. Analisa Value Chain
Analysis of the environment as an early stage of the process of this analysis SWOT capable of being supported by the existence of analysis of the system.
3. **Information Systems Analysis**

Based on some analysis above then can make formularization management policy information among other:

a. Development competence human resources provide training as needed sdm covering training products service it to be able to harness the existing system and socialization information from the ministry cooperative covering standards, procedure, government policy related cooperative.

b. Improve the quality of service as capital trust its members and borrowers in cooperative.

c. Develop cooperation investment to be more a wheel revolves economic society based.

d. Follow the competition between Cooperative either the level of the regions and the national level.

e. Needed experts it and analysis of credit competent and appropriate in their respective fields.

4. **Strategy TI Analysis**

Through modem leased line adsl telkom astinet 1024 kbps connected to hub store ksu namely proxy server web server, and hotspot. Hotspot connected to lan lan acces to point to the manager. Then through hub ksu manager pc-technical connected by support much as 1 unit pc. From the hub KSU store connected hub KSU. From the hub KSU “Ceger Jaya” store then connected pc cashier as much.
IV. CONCLUSION

Based on the analysis and the formulation way of strategy can be summed up as follows:

1. Produce formularization strategy is expected to be applied either in terms of management information to advance cooperative both the information system, information technology and management information expected by the management cooperative.

2. Using the strategies training and analysis expected value chain management understand picture condition cooperative both internally and externally.

3. Produce formularization strategy good the or ti and needed by human resources professional to advance cooperative ready to face competition free market asean.

REFERENCES


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