

ANALYSIS OF THE MASTER PLAN IT AT PT. SARI MELATI KENCANA JAKARTA

Priatno¹⁾, Nandang Iriadi²⁾

¹⁾Akademi Manajemen Informatika dan Komputer Bina Sarana Informatika
Jl.Raya Margonda No.8 Depok 16430
priatno.pri@bsi.ac.id

²⁾Akademi Manajemen Informatika dan Komputer Bina Sarana Informatika
Jl.Raya Kramat No 18 Jakarta 10450
Nandang.ndi@bsi.ac.id

ABSTRACT

This study uses value chain analysis and methodology ASTERO. Value chain analysis describes the value chain is a collection of activities undertaken to design, outcomes, markets, delivery and support of products or services. All this activity can be represented by a value chain. ASTERO methodology consists of four main phases: Assess, a review of existing systems in agencies that currently perform the functions of regulation, supervision, and coaching in the services sector, Strategize, results from phase Assess the basis for formulating strategies both short-term strategy, medium-term strategy, as well as long-term strategy for achieving the vision and mission, Design. in this phase will be established a management information system design and organization with the needs, the Roadmap identifies the organizational units of information technology, to identify information technology projects, prioritize information technology projects, and create implementation strategies and work plans.

Keywords: *Value Chain, ASTERO*

I. Introduction

On Pizza Hut exists Mission by undertaking steps in increase grasp and public trust to sectorally consumer service. To perform PIZZA HUT'S mission, therefore task which will be performed is manage and keep company management and service sector activity that evened out by Pizza Hut.

All this time, regulasi, observation, and service sector construction did by bodies that variably. With be integrated that body, therefore regulasi, observation, and construction cohesively constitutes one of daring which faced by Pizza Hut.

To answer that daring, Pizza Hut developing organisational engineering and man resource, information system management engineering, and work schedule and budget engineering. With developed engineering it, be provided that mission Pizza Hut can be performed effectively and efficient.

II. Literature review

In makings IT Master Plan shall point on Business Plan firm, therefore first step which shall be done is understand corporate mission vision, target and to the

effect that will reach firm in era particular time. we can do breakdown in more detail information requirement carries on business as what do be needed. Of information requirement sort carries on business this is be next to be translated becomes system and technology requirement as what do have diimplementasikan firm to meet the need that. System requirement and this information technology at the moment deciphered implementation technically becomes software application requirement (software) and hardware(hardware). In this process also enlightens how firm bring off various aught resource begin of organization aspect, personel, and also software and hardware one that that diimplementasikan will. According to Krafzig in Christoph f Strnadl (2006:68) One service is one well-defined functioning for fulfilling requirement carries on business to be provided by one application or module at one's request with other application.

IT Master Plan one that good meaty :

1. Advance page that tell condition now.
2. Formulation page that enlighten aim from master plan.
3. Page about policy which shall be made to back up master plan.

4. Page that load implemntasi's strategy by takes into account analisis SWOT.
5. action's page that shall be taken.
6. Presentation page usufructs that will be reached from action action that.
7. Recommendation that is given in IT's implementation.

Structure and TI's organization process amongst those constitute realization of concept people and proces s.

A. Collation process

Are not as RPI'S document, RPS'S collation process tends will little bit more complex, whereabouts process analisis constitutes to process main the most. That process are:

B. Interface process.

Process this interface is entire activity that tries to screen all developing, well that at TI's area and also specific developing at one particular particular industries. This process constitute process that actually absorbing to be performed. Since usually corporate one is arranging IT MP will most draw for invite a lot of solution provider and information technology to give entry to them, solution and current whatever technology is at marketing, one that was adopted firm and has potency for shortly been adopted.

C. Analisis's process.

Constituting process that critical in RPS'S document collation, since on this process solution and information technology will be defined, base current corporate business process situation, technological support ability information to carry on business, TI's reliability and performance now and solution option and whatever technologies that reasonably been utilized to fix all corporate business infrastructure.

D. Developmental process Roadmap .

If in RPI'S document, determined various initiative carries on business and TI. Therefore in RPS'S document, base gives that initiative as time of implementings.

That initiative analisis rebecause a lot of aspects of each initiative constitutes somethings that dependen of aspect of other initiative, if is seen from technology perspective. Even corporate finance perspective also needs to be noticed. There is part even essential that form RPS'S document overall this is as follows:

a. TI's architecture.

Infrastructures model plan network and system be enlightened and is defined deep a part it. Firm can't ala headyng to issue investment for Information Technology

implementation, since indeed has to take into account cost and benefit one that its resultant. Therefore, firm needs kind of blue print one that often at conceive of IT Plan basal corporate deep do Information Technology implementation. IT Plan on in essentials meaty corporate strategic plan in implement and builds information system at corporate. In it meaty the need information system guidance as what does be required firm. One that needs to become essential note is that IT Master Plan constituting generation of Business Plan firm. implement information technology as tool to help firm in achieving vision and its mission.

In consequence, without available vision and clear mission of corporate, IT Plan also can't be built. There are many benefit which can be taken deep harnessed IT Plan . Amongst those is:

1. IT Plan will be base for investments deep corporate planning and information technology implementation.
2. Reduce severally jeopardy which arises from implentasi information technology.
3. IT Plan can become control and parameter tool that effective for mereview performa and Technological implementation fruitfulness Information at one particular firm.

According to ITGI (2007:29) Strategy plan IT are strategic planning to manage and leading all IT's resource in line with business strategy and priority. IT's function and business stakeholders are in control of ensure that optimal point to be realised project and service ownership. Strategic planning fixes key grasp stakeholders , opportunity and limit, assessing performance whatever available, identifying capacity stipubting and man resources, and words investment zoom be required. Business strategy and priority is subject to be to be reflected in ownerships and by that be recovable plan (Tactical IT), one that establish result target briefs, action plan and comprehended duty assignment and one accepted by the two business and IT.

According to ITGI (2007:30) Figure a Strategic IT Plan subdivided 6 kinds which is:

1. Pricing IT's Management

Work with that business to ensure that company ownership of meaty investment programs that have solid business cases. Recognize that there is mandatory, back up and that discretionary investment is different in complexity and degree of freedoms in

allocate funds. process need to provide efficient hand overs and effective of IT's components of programs and first few that reproves each deviation of plan, including cost, schedule or ability, that will impacted on expected pickings of programs. Service IT be recovable shall defy to drove a hard bargain service zoom can be performed and that equitable. Accountability to reach for its benefit and restrains that cost has to be clear is appointed and is monitored. Evaluation establish to get is weighed with and repeatable dispassionately, transparent, case carry on business, including finance price, jeopardy of not sends an ability and jeopardy of not realise expected benefit.

2. **Sharpness Carries On Business IT**

Establish education process two aim and reciprocal involvement in strategic planning to reach business and IT Is alignment and integration. Mediate among business and IT Is imperative therefore priority can mutually be agreed.

3. **Estimation on ability and Aught Performance**

Ability point and hand over aught performance solution and service to establish a home front against which stipubting which futures can than. Performance picture in bearing by use of terminology IT is contribution to business yielding target, ability, stability, complexity, costs, forces and weakness.

4. **IT is strategic planning**

For a that strategic planning figures, in collaboration with relevant stakeholders, how is target IT will get role for objective yielding ownership that strategic it and cost and jeopardy associate. That needs to insert in it how IT will investment program supports, IT is service and asset. IT needs to figure how target usufructs that will be met, measurements to be utilized and that procedure to get formal sign off from stakeholders. IT's strategic planning needs to close (meliput investment / operational is budget, finances source, sourcing strategy, strategy acquisition, and law and regulator stipubtings. That strategic planning has adequately elaborate to enable IT's definition tactical plots.

5. **IT is Tactical Plan**

For an ownership from IT tactical plots that indigenous IT's strategic planning.

That tactical plan needs to point IT - enabled investment program, IT is service and IT Is revaluations. That tactical plan needs to describe needful IT initiative, resource stipubtings, and how resource using up and utilitarian achievement will be monitored and is managed. That tactical plan has adequately elaborate to concede project definition plots. With active manages set from IT tactical plots and initiatives via morphological of project and service ownership.

6. **IT is Portfolio's Management**

Actively manages business, ownership of IT's investment program required just for reach result target carries on business specific strategies by identify, depict, evaluate, prioritising, elect, trigger, manage and restrains programs. This needs to insert in it word desirable business pickings, ensure that yielding objective support achievement program of pickings, understand full scope of effort required just for reaches pickings, appointing clear clear accountability with supporting measures, explanation project in programs, menjatahkan is resource and funding, delegating authority, and keeps company needful project on launching programs.

III. Research Methods

A. Value Chain Analysis

According to Michael Porter in John Ward And Joe Peppard (2002:201) Appreciative chain is an executed activity collection to design, result, market, dispatch and backs up products or its service. All this activity gets to be represented by a chain assess. Appreciative chain just gets to lie understands in the context business unit. In other words, according to John Ward And Joe Peppard (2002:201) appreciative chain of business unit only one part of a set that greater of appreciative one adds activity in one chain assesses industry or sistim assesses. Appreciative chain about all firm therefore needs to be understood as part of system which is even greater from bound up point about it dealers, customers and competitor, before it can be optimized. That the other the parties actions will have an important impact on what does firm it works. This is especially correctness in information system area. For example, considerable investment that made by food retailer at Point of Sale (POST) system has changed road information that given into by food manufacturers and was dramatically

changes service. this have involvements for information system in corporate.

A. Business Strategy analysis

According to John Ward And Joe Peppard (2002:188) In analyses business strategy, main stipubtings are:

1. To identify aught strategy and, notably, each emerging new elements because strategy development earlier one circulating.
2. If needs, to interpret and analyzes strategy, and describes it with someway that graded. It is the best one worked by a group that is dashed with the two business and disciplines and skill.
3. To arrange and mengkonfirmasikan arising out is stipubtings.

C. Infrastructure

According to John Ward And Joe Peppard (2002:47) In infrastructure available 3 bodyworks which is:

1. Architecture
Technological priorities, policies and various selection it concedes to let applications, software, network, hardware and data management that for integrated into a cohesive bandstand.
2. Process
That practices and executed activity for amends and pets applications and manage IT infrastructures.
3. Skills.
IT is human resource judgments as how to arranges, motivate,culture.

II. Information technology and Organization Engineering & Management

Information system management engineering is made bases organization engineering & Management where be established that information system management will act out that important for vision and mission attainment Pizza Hut . System Management engineering Infromasi is attributed to back up task management and organization function effectively and efficient. Management engineering development information system who will be done in here be been gone upon on methodology ASTERO, where is management engineering strategic planning process information system constitutes a sustainable process terminological ITGI (2007 :109). Methodology ASTERO comprise of four (4) main steps which is:

1. Assess .

On this phase activity which is done is do study to aught system on warms up that current perform regulasi's function,

observation, and construction at sectorallies service. Study here cover internal studies, external study, trend is technology, and benchmarking to information system management engineering on organisational a sort Pizza Hut . System who will assess to cover:

- a. Technology and infrastructure.
- b. Application and basisdata
- c. Management promoter organization information system.

2. Strategize .

Result of phase Assess as basic formulate strategies good strategy short-range, meter strategy intermediates, and also longterm strategy for vision and mission attainment PIZZA HUT .

3. Design .

base strategy already being formulated and bases find on assesment's phase therefore on this phase will be formed a design information system and organization management that corresponds to requirement Pizza Hut .

4. Roadmap .

Main activity at deep this phase is identification technological organization unit information, identify informations technological project, prioritise informations technological project, and making Implementation and work planning strategy.

IV. RESULT AND STUDY

A. Vision, Mission and guidance principle of TI's Organizations.

For the moment to order goods on PT. SARI MELATI KENCANA JAKARTA is perceived still was optimal deep utilizes computer, since computer at corporate it is utilized as substitution of typewriter just, its mean is computer purpose in conflict with what do necessarily get to be worked by computer, so cost that is utilized for computer's procurement just constitute resource that be not been utilized and just constitute cost dissipation and oft because pengorderannya is still a lot of utilize manpower so often evokes severally problem on pengorderan goods that doesn't close possible if is let and not develops pengorderan this firm goods gets to face about problem which serious one maybe just that manghambatan will the way existing firm wheels and avoid undesirable possible, therefore was perceived really needs to develop deep implemented proposionalnya.

To it tries to fix that most composes one that expected gets to correspond to requirement of all party which lies or relate by this firm.

a. **Review firm**

Review to organization cover from PT's firm and organization chart. PT. SARI MELATI KENCANA and function task a part – a part organization

Corporate history

PT. SARI MELATI KENCANA is a corporate one move at restoran's area, one that present all's food Italian which is Pizza Hut. Pizza Hut that stand on year 1958 at Wichata Kansas USA who blazed the way by 2 college students at Wichata State University. With restoran's corporate uncovering first that, apparently they get production that really goodly so at short notice they direct open restoran's branch new again. With developing that really quick its next direct utilizes system franchise. More and more too outlet Pizza Hutt already been opened, and on year 1985 they clear away to go to Indonesias. They arrange collaboration with Ponderosa is Group to membukan alone branch. After effloresce afters a long moment at Indonesian Ponderosa is Group secede from Pizza Hutt Indonesia, and Pizza Hutt change over to go to PT. Gold Jasmine cream until now they are still are cooperative.

B. **Study to aught system:**

Study to current aught system is constitute startup phase of management engineering makings information system Pizza Hut . On this part will word study pickings to Pizza Hut, and benchmarking to IT's organisational unit on organizations a sort Pizza Hut . This study cover; Technology and Infrastructure, Application and Basisdata, and management promoter Organization information system. This study intent to see in as much as aught information system managements this get to prop requirement Pizza Hut at future.

C. **Key findings.**

A part it word key finding and basal critical issue issues formation management engineering strategies information systems Pizza Hut.

a. **Organization Is internal**

1. Come from 4 external's bodies that is molten together becomes one organization
2. Pizza Hut have a lot of branch office, meanwhile supervision process will be done on entitas entitas that spread at all Indonesia
3. Complexity carries on business that tall, where each branch requires information of entitas.

4. Total prodigious document and exists it intersection needed information by each that branch

1. Condition of TI what do vary
2. Mark sense organisational transitional process PIZZA HUT

b. **External Organization**

1. Total entitas that lies under regulasi that body.
2. Condition of TI what do vary
3. Data communication infrastructure
4. Organization a sort Pizza Hut

c. **Trend is Technology**

1. Technological developing Micro Processor at in last few years this have revamped computer exploit paradigm. Mainframe computer purpose that feeling to have a lot of weakness, which is for example; system purpose that doesn't be opened, insufficiently props scalability that needful by organisational, and dumb's purpose there are many terminal have beginning limitation changes over to go to Client's technology server, where is weakness which are felt deep mainframe computer purposes can be settled one easy way.

2. Technology Client / is server get bearing hand in glove with operating system. Operating system gets network basis(network operating systems) this full age at dominate by two main fortifications which is gets Unix's basises or gets basis Window s. Both of system it constitutes system that open where Conectivity among Client and Server use protocol same which is TCP/IP.

3. Networks technological developing and data communication in opposition, also evoke new firmament in harnessed technological information. All this time computer technology more a lot of exploited for organisational internal need, changed to aim collaboration among organisational to increase organisational activity efficiency. Internet technology becomes one of technology enable to be done its electronic business or elektronik commerce .

4. basisdata's technological developing some this the last year also goes places that tremendous, its appearance is warehouse's data concept or mining's data enables it business sector does to analyse that by a long shot accurate.

5. Of facet platform system development, can be seen that happening trend is exhaustive

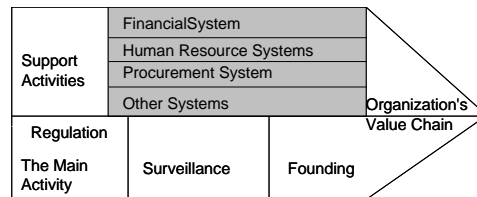
application at future will get basis Internet (Web). To platform development exists two (2) stream one that different, one that offer amenities in application makings. Both of that platform is Microsoft. NET , and Java. Of developmental methodology facet system, purpose Rational Unified Process – this method constitute development of traditional development model that is known as waterfall systems development model that enable ala system development iterasi.

D. Frameworks Developmental strategy Information System Management Engineering

Approaching value chain is model showing special activities in organisational

activity where competitive strategies the most correct to be performed and where information system exploit have strategics impact. This model specific critical point identify where organizations can utilize ala information system most effective to increase it competitive top. This model see organization as a series or ‘ chain ’ of basic activity that will add point of product or service that is given. This activity gets dikategorikan as activity of mains and activity supporting.

Main activity is that in reference to existence aim an organization, meanwhile supporting activity is one be engaged organisational internal activity at deep prop main activities.



Source: John Ward And Joe Peppard (2002:265)

Image 2. Proposal Bound In Chain To Assess Firms (modified)

Image 2 show how value chain's concepts is performed at deep an organization as Pizza Hut . Main activity Pizza Hut in reference to main activities Pizza Hut at deep performs function Pizza Hut as authority of financial service that cover regulasi's makings activity, observation, and financial service sector construction, meanwhile supporting activity Pizza Hut are engaged activity internaling to back up main functions Pizza Hut .

Via informations technological strategic planning which be downed from strategic planning Pizza Hut wholly, prescribed step in forming Pizza Hut, managements developmental strategy information system can be performed according to concept value chain on image 2.

D. Targets and to the effect strategics.

Target and to the effect that specified by enlightened information management organization deep information system management engineering figure strategy who will be applied to meet the need business Pizza Hut . Starting point of developed strategy in here regular points to model value chain upon as target of strategics those are gone upon on acquired important findings of steps assessment already been performed. That target are as follows:

1. Strategic First Target

Get things square Pizza Hut to implement application gets portal's basis electronics for data collecting and data broadcast to reduce purpose hard copy document and hastens business process . Get things square Pizza Hut to implement application gets portal's basis electronics for data collecting and data broadcast to reduce purpose hard copy document and hastens business process .

Work load Pizza Hut as regulator at sectorallies finance service will make a abode to increase effect a lot of it foots up player at sectorallies it, developing foots up product that gets to vary, the difference product which gets to betwixt win by a nose industry sector in financial service, and spread geographical one covers all region at Indonesian, estimated total player at sectorallies it will also make a abode to increase on approaching years.

To settle this problem, business process shall be changed from proceedings hard copy document to aim electronic ala document proceedings, that interaction among Pizza Hut with entitas under regulasi Pizza Hut as effective in the event cost and efficient in term good time internally Pizza Hut and also with entitas under regulasi Pizza Hut .

facility processes transition constitute main priority of TI's organization Pizza Hut and ranges planning, designing, development, preserve and application management get web bases. Application implementation gets basis portal will answer technology requirement Pizza Hut for data collecting and electronic ala data broadcast, facilitate is dependency on hard copy document. In line with aim Pizza Hut, information system management organization will perpetually increase technology ability to push vision and mission attainment Pizza Hut. Besides entitas's amount problem whatever available under Pizza Hut, industry at deep this sector also so medley which range for example: capital market industry, insurance industry, pension fund management industry and at deep this industry is alone available various entitas that different. To prevent its happening system which is broken down (fragmented systems), high-level information architecture development that fuse information requirement that variably need after-glow been developed. Doing analysis and system designing bases high-level information architecture already be made. Analysis and designing on this phase ranges all requirement, developmental priority, over and above judgments to systems already there is currently. Base morphological result and designing already been made, development and implementation is done according to priority already being established. Include in this step needs to be established its protocol's standard to collecting and data broadcast, to make easy regulator and also market agent in preparation for its data. XML'S purpose or XML'S development and PDF constitutes all the much default be utilized. In implementation phase, data migration process or data conversion of aught system will also be done. Highlight of this step is socialization process to a variety party which will use this system also needs to be plotted by cautious ala, that aim for strategic target attainment gets to be reached.

2. Strategic Second Target

Get things square Pizza Hut to implement application gets portal's basis electronics to back up internal staff activity that will do regulasi's process, observation and construction. Get things square Pizza Hut to implement application gets portal's basis electronics to back up internal staff activity that will do regulasi's process, observation and construction. Mission of

Pizza Hut are do steps to increase grasp and pets customer trust.

To perform mission Pizza Hut, therefore task which will be performed is manage and keep company management and service sector activity that evened out by Pizza Hut. Doing analysis and system designing bases high-level information architecture already be made. Analysis and designing on this phase ranges all requirement, developmental priority, over and above judgments to systems already there is currently.

Base morphological result and designing already been made, development and implementation is done according to priority already being established. Highlight of this step is socialization process to a variety party which will use this system also needs to be plotted by cautious ala, that aim for strategic target attainment gets to be reached. Get things square Pizza Hut to implement application gets portal's basis electronics to back up internal staff that will perform supporting activities(back office). Performance or activity job that is engaged main function Pizza Hut besides clings to developed information system to meet the need that, also really clings to efficiency and supporter activity effectiveness. System development to back up supporter activity besides not such a simple ones for executed, that thing also require long enough time. But then remembers that activities this kind of relatively exists escirt already there is that is gone upon on best business practise, and in practice alone have a lot of software firm that offer concept back office one that integrated (ERP).

Besides functional activity, other supporter activities are for example; collaboration activity among stake holder and activity that aims to increase staff productivity in perform activities about offices. Block out that comprehensive about function back office one that needful by Pizza Hut. Doing research to vendor who have ERP'S products. Doing elect vendor. Performing implementation according to priority which is established. Making overall planning about collaboration activity and individual's productivity step-up. Doing research to vendor who have products to prop collaboration activity and individual's productivity step-up. Doing vendor's elect. Performing implementation.

3. Strategic Third Target

Getting things square PIZZA HUT to implement application gets portal's basis

electronics to back up internal staff that will perform supporting activities (back office).

4. Strategic Fourth IV

Get things square and provides information technology operation that accomplishes or exceed requirement of end users. Get things square and provides information technology operation that meets the need of end users. With increases it information technology exploit in prop PIZZA HUT'S function performing, informations technological management which reliable constitutes requirement that momentarily. Managing organisational efforts technological informations in informations technological operation and ministering application ability to wearing one be focused on service that timely, qualified product, one that pock or even overshoot wearing expectation shall ever be increased. Good ministering application require organization chart in point, with qualified staff with amount that is equal to and have tall interest. Besides organization, effort to secure that executed process according to user requirements can be divided as three (3) activities which is first be performed preventive preserves(preventive maintenance), both of, communication, and drd system operation.

Preventive preserve to be attributed to keep bust effect work productivity system, propping system continuity, pet and perfects aught infrastructure. Communication and operate for providing for to help wearing one experiences about problem with application and another technology problem and teaching wearing at deep system purpose.

Form structures is management organizer organization chart information that at focuses on informations technological management and also prop harmony among technological information with Pizza Hut's business process. Makings Job Description. Determining interest zoom required just for each units deep responsible position organisational managing technological information.

5. Strategic Fifth Target

Utilizing information system architecture to increase efficiency, effectiveness, and

quality. PIZZA HUT'S information system architecture figure relationship among PIZZA HUT'S activities in perform its mission, exploited information by PIZZA HUT, and information technology that is used. As consequence it, information system architecture is constitute to print blue to secure integrity and effectiveness of technological exploit solution information. With harmonise information technology requirement with business the need PIZZA HUT'S process, information system management organizer will use information system architecture to make easy ala information exploit goes together by staffs PIZZA HUT, and reduces complexity of the information required system at deep run service and solution gets portal's basis electronics. Developed information system architecture is a comprise of system unit which get modular characters and one enable that unit implementation are step by step. Each this unit is alone will comprise of various component, where is component also get modular characters. PIZZA HUT'S information system architecture constitute conceptual framework that prop high-level delineation of technological information which will be developed and at implementasikan at in PIZZA HUT. Architecture that gets modular character will get to reduce complexity in implement system as a whole. Modularitas will enable control and management for each component or unit.

At the height data amount that brought off by PIZZA HUT from time to time, therefore PIZZA HUT will be charged for regular can provide information with good quality. Information quality one that overspreaded by PIZZA HUT to players at service financialing to hold essential role in this sector. Good information quality will increase player satisfaction at sectorallies it terhadap service that gave by PIZZA HUT. Player trusty step-ups at sectorally finance and society service by and large will increase if PIZZA HUT can give information that handal. analisis's following business field by use of method SWOT :

Table 1. Analisis Business Field

STRENGTH		OPPORTUNITIES	
1. PRODUCT Price sells product Quality Design outfit product (feature) affix	Price sells that enough low and more superior raw material quality and sensed one adjusted	1. EMULATION Emulation for effort a sort emulation for	Increase low emulation make this effort have prospect that

	by typical aroma prevailing if as compared to product a sort	substitution product	adequately sunny at approaching term
2. DISTRIBUTION AND STOCKPILING Segmentation dispatch timeliness Market	Dispatch time always 1 the day before considerate prescribed dispatch time		
3. CUSTOMER SERVICE Post Service sociabilities sell	If there is goods which wrecks firm have the honour to give replacing (customer satisfaction)	2. MARKET OPPORTUNITY Access and market information Market requisition	Market expansion opportunity goes to other region
4. ORGANIZATION AND SDM Rekrutmen and place Specialty zoom Education zoom Job experience	Smiploma's indigenous labour 3 so level forte, education and employee job experience can at relies.		
5. MANAGEMENT SYSTEM Book keeping system (accounting) Administration system	Fledged financial data and customer makes is easily corporate control firm performance in achieving aim.	3. TECHNOLOGIC AL PROGRESS Productions technological developing	TI's developing Marks Sense TI's facility and utilization is Internet can prop effort developing (design, Mode, relationship)
6. PRODUCTION Production cost Saturated ability order Production facility	Its low is production cost, and auto machine using up in memproduksi.		
7. TECHNOLOGY Modern technological purpose	Utilizing auto machine technology	4. LABOUR Availability of requirements appropriate labour	Labour average diploma alumna 3 so available commitments and tied up emotional make turn over's zooms fires an employee to contemn
WEAKNESS			
1. MARKETING FUNCTION Promotion and advertising Distribution channel Brand	Its reducing is marketing and frail strategy its distribution channel makes employee and machine productivity not most utilize. merk's emulation production commerce		
2. Organization AND Human resource Authority and delegate	Division authority and delegate is still was performed with every consideration		
3. MANAGEMENT SYSTEM Management function implementing	Poor management system and unstructured so management management not maximal	5. RAW MATERIAL Raw material quality Availability of raw material	Above raw material quality competitor and availability of raw material.
4. PRODUCTION Production planning Production capacity	Machine production capacity and labour ability be not been escorted ably creates market		
5. TI'S EXPLOIT TI's benefit grasp	Mark sense fledged TI facility be not been utilized with every consideration to develop effort		

Source: John Ward And Joe Peppard (2002:205) (modified)

High-grade information will also increase produktifitas PIZZA HUT internally deep going its function. Information quality that shall be secured by PIZZA HUT can cover completeness, accuracy, timeless, authority, and objectivity. To reach one information qualities range to five things that informations technological support, and good data management.

V. CONCLUSION

Methodology ASTERO comprise of four main steps which is: **Assess**, doing study to aught system on current body perform regulasi's functions, observation, and construction at sectorallies service, **Strategize**, Result of phase Assess as basic formulate strategies good strategy short-range, meter strategy intermediates, and also longterm strategy for vision and mission attainment, **Design**. on this phase

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Succeeding diagram as one appears under, are constitute ideal picture or PIZZA HUT'S information system architecture at coming term, one that in accordance with System Management Engineering Infomasi to back up task management and organization function effectively and efficient.

will be formed a design information system and organization management that corresponds to requirement, **Roadmap**, identify is technological organization unit information, identify projects information technology, memprioritaskan projects information technology, and making Implementation and work planning strategy

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