ABSTRACT

The development of digital technology encourages property companies to carry out digital transformation to improve business competitiveness and operational effectiveness. PT. Hunian Milik Bersama faces problems of data management that has not been integrated between divisions, limited use of information technology, and the absence of a special IS/IT management division. In addition, based on the results of observations and internal discussions, the company has not prepared a formal IS/IT strategic plan and has not made a structured IS/IT investment. This condition has the potential to cause a mismatch between the technology implemented and operational needs or business development direction, thus creating an unprofitable investment risk. This study aims to formulate ISSP using the Ward and Peppard framework to produce an IS/IT strategic plan that is in line with business needs and technological advances. The planning process is carried out through the stages of analyzing the internal and external business and IS/IT environment using Value Chain, SWOT, PESTLE, Porter's Five Forces, Critical Success Factors (CSF), and McFarlan Strategic Grid analysis techniques. The results include business IS strategy, IT strategy, IS/IT management strategy, a five-year implementation roadmap, and an ERP application portfolio containing four main modules.

Keywords: *strategic planning, information systems, digital transformation, Ward and Peppard, application portfolio, IS/IT roadmap.*