

# Analisis klasifikasi portofolio aplikasi berbasis strategic grid = Analysis for application portfolio classification based on strategic grid / Adhitya Ahmad Pradypta

Adhitya Ahmad Pradypta, author

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## Abstrak

[<b>ABSTRAK</b><br>

Persaingan perusahaan pembiayaan yang begitu ketat serta peluang izin usaha yang diperluas oleh pihak OJK, mendorong perusahaan menggunakan teknologi informasi untuk menciptakan keunggulan kompetitif. Namun, keterbatasan budget dan sumber daya yang ada memaksa perusahaan untuk lebih selektif dengan memprioritaskan kebutuhan bisnis melalui aplikasi. Setiap perusahaan memiliki interpretasi yang berbeda-beda tentang aplikasi, sehingga perlu dirumuskan model yang generik dalam pengklasifikasian aplikasi. Tujuan dari penelitian ini adalah memetakan aplikasi pada perusahaan pembiayaan berdasarkan karakteristik masing-masing kuadran strategic grid. Karakteristik masing-masing kuadran dirangkum dari berbagai teori dan praktik. Dari analisis teori dan praktik tentang strategic grid, terdapat 6 karakteristik untuk kuadran key operational, 7 karakteristik untuk kuadran support, 7 karakteristik untuk kuadran strategic, dan 4 karakteristik untuk kuadran high potential. Karakteristik tersebut dituangkan ke dalam pertanyaan kuesioner. Wawancara dan observasi lapangan dilakukan untuk mengkonfirmasi jawaban atas pertanyaan yang diberikan. Dari hasil pemetaan 15 aplikasi berdasarkan karakteristik tersebut, diperoleh sebanyak 8 aplikasi di kuadran support, 3 aplikasi di kuadran strategic, 4 aplikasi di kuadran key operational, dan 0 aplikasi di kuadran high potential. Berdasarkan hasil pemetaan bahwa perusahaan pembiayaan di Indonesia sudah tergolong ke dalam era Business Intelligence dimana sistem data warehouse sudah dibangun, alat pendukung untuk kebutuhan analisis data sudah tersedia, dan perusahaan tidak lagi bergantung pada TI untuk menyediakan informasi kepada level eksekutif untuk keperluan strategis.

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<b>ABSTRACT</b><br>

The competition is so tight in financing companies and the opportunities of extended business licenses by the OJK, encourage companies to use information technology to create competitive advantage. However, the limitations of budget and resource is forcing companies to be more selective in prioritizing business needs through the application. Each company has different interpretation of applications, so it is necessary to formulate a generic model in the classification application. The aim of this research is to map the finance company application based on the characteristics of each quadrant on the strategic grid. The characteristics of each quadrant summarized from various theories and practices. From the analysis of the theory and practice of strategic grid, there are 6 characteristics for key operational quadrant, 7 characteristics for support quadrant, 7 characteristics for strategic quadrant and 4 characteristics for high potential quadrant. These characteristics poured into question questionnaire. Interviews and field observations conducted to confirm the answer of questions. From the mapping of 15 applications based on these characteristics, obtained as many as 8 applications in support quadrant, 3 applications in strategic quadrants, 4 applications

in key operational quadrant, and 0 applications in high potential quadrant. Based on the results of application mapping that the finance company in Indonesia has been classified into a Business Intelligence era where the data warehouse system was built, a supporting tool for requirements analysis of the data is available, and the company is no longer depend on IT to provide information to the executive level for strategic purposes. , The competition is so tight in financing companies and the opportunities of extended business licenses by the OJK, encourage companies to use information technology to create competitive advantage. However, the limitations of budget and resource is forcing companies to be more selective in prioritizing business needs through the application. Each company has different interpretation of applications, so it is necessary to formulate a generic model in the classification application. The aim of this research is to map the finance company application based on the characteristics of each quadrant on the strategic grid. The characteristics of each quadrant summarized from various theories and practices. From the analysis of the theory and practice of strategic grid, there are 6 characteristics for key operational quadrant, 7 characteristics for support quadrant, 7 characteristics for strategic quadrant and 4 characteristics for high potential quadrant. These characteristics poured into question questionnaire. Interviews and field observations conducted to confirm the answer of questions. From the mapping of 15 applications based on these characteristics, obtained as many as 8 applications in support quadrant, 3 applications in strategic quadrants, 4 applications in key operational quadrant, and 0 applications in high potential quadrant. Based on the results of application mapping that the finance company in Indonesia has been classified into a Business Intelligence era where the data warehouse system was built, a supporting tool for requirements analysis of the data is available, and the company is no longer depend on IT to provide information to the executive level for strategic purposes. ]