# PROCEEDING

## OF INTERNATIONAL CONFERENCE ON GREEN WORLD IN BUSINESS AND TECHNOLOGY

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*"Intellectual Property Right Based on
Green Social Dynamics, Business and Science-Tech"*
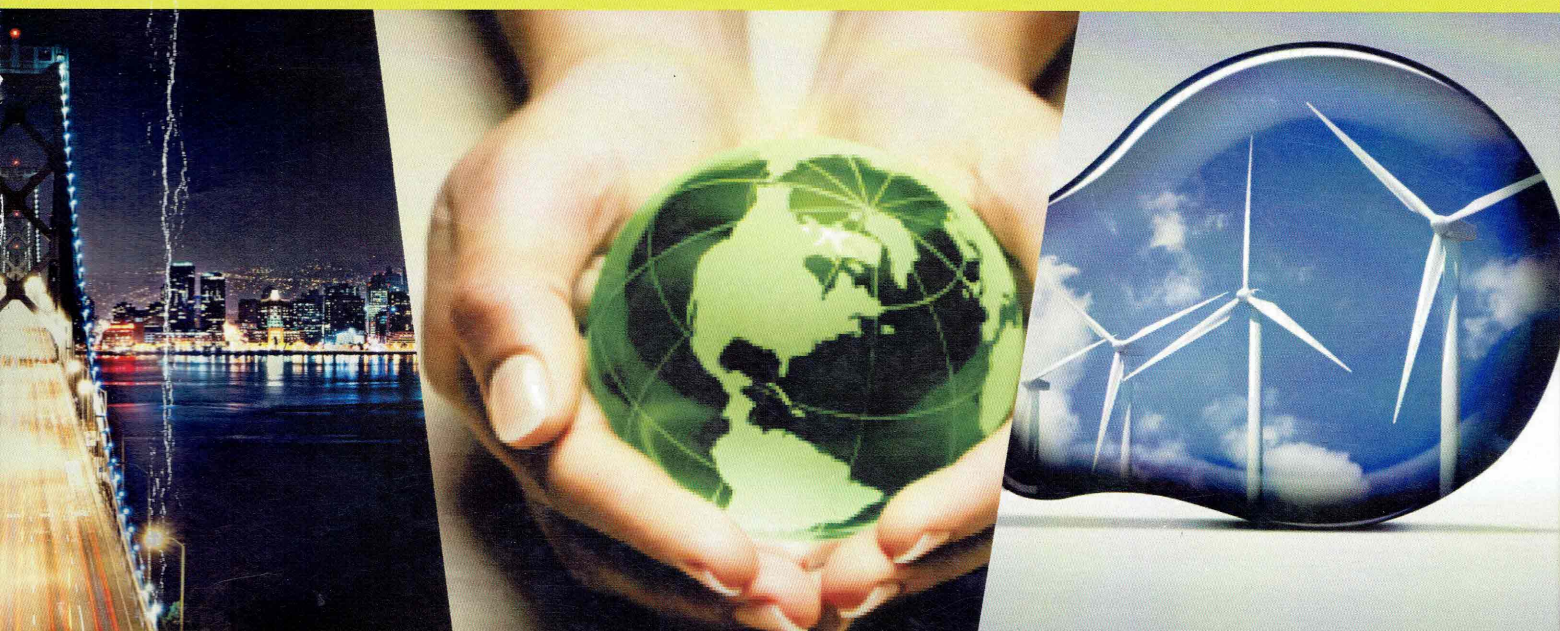
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*"Intellectual Property Right Based on Green Social Dynamics, Business and Science-TechIntellectual Property Right Based on Green Social Dynamics, Business and Science-Tech"*

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# SI/TI Strategic Plan Model Designing in *Homestay* Venezia

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**Abstract.** Homestay is one of the lodging businesses that are strongly developing so to survive and to deal business competition was lodging business such as homestay must have a business strategy. Homestay Venezia is good for the future declines that have been seen from the number of visitors who stay. With many businesses that will be done in Homestay Venezia, some didn't use computer. In this research, it is to discuss how to make a strategic planning for Homestay Venezia.stage in the making strategic planning is analyzing SWOT analysis, organizational structure, determining information system that will be used, making business process that support the event in Homestay, determining applications that support business and making a road map to Homestay Venezia in 2013 until the year 2015.end result of this research is a strategic planning SI/TI which covers organizational structure,business process that walk on and on application form to bolster their business in Homestay Venezia.

*Keywords : strategic planning, information systems, lodging business, Homestay Venezia*

## 1 Introduction

Homestay is a dwelling house that are close to tourism region that has function to lodging while. By being homestay, tourists know from day-to-day lives near the community, saw the scene, and even to live the life local residents. Along with such progress understanding homestay as a house or place to live as a striped traditional as facilities tourists who are going on vacation for a certain period of time, it is now experience a shift orientation.The changes was more viscous if associated with some of the things that are attached to a part in a unity. For example shape of the building, location, facilities, service and the last of course rent rates or contract prices.[1] Today, homestay promising, the mentioned can be seen from springing up business is especially in Yogyakarta. Although, homestay promised, the problems faced in this business is not yet been managed professionally, did not have a planning and directly to develop information systems and information technology with the support staff and vendors. When there is a need for new, but he made a solution to the need for the short term, but it in the long-term, will be seen discordance information integration between the parties so that management will be very difficult to be able to utilize output of the system. Like the Homestay Venezia, this time in homestay was strategic planning of SI done if there is a need for the homestay. The planning does not include long term planning, planning more spontaneous keep the wheels so influential in business because they do not have any clear strategic planning. Have not yet been made the strategic planning of SI also influences the utilization of information technology. Use of information technology that compensated with good business strategy planning expected to be able to become fundamental reference manual and in applying SI/TIK in Homestay Venezia, so the hope to be able to improve

the quality work and providing facilities and the best service can be achieved. Model making this strategic plan to refer to planning architecture enterprise that has been made.

## 2 Literature Study

### 2.1 Previous Study

The further research done by Nurcholis Habib at the year of 2013, entitled *"Perancangan Enterprise Architecture Planning* (EAP) *di Homestay Venezia Dengan Zachman Framework* (Design Enterprise Architecture Planning (EAP) in Homestay Venezia With Zachman Framework)".[2] The research intended to produce a model enterprise that consists of model business process based on the analysis of latest condition, the architecture information, architecture, the architecture data application and architecture technology that is the basis in development of system that are compatible with its mission and vision homestay. This research has also made a portfolio application to complete determination process applications in connection with the functions business

### 2.2 Theoretical Base

#### 2.2.1 Definition of Model

Model is the pattern (example, reference and kinds) of things that will be made or produced. In the other definition, the model is abstract of the system, in fact, in a more moderate and has his nature, a comprehensive percentage or model is abstract from reality with only focus on some parts or nature of the life is actually.[3]

#### 2.2.2 Definition of Information System

Information system is a collection of components that are related, collect, process, store, and to distribute information to support decision-making and supervision in an organization.[4]

#### 2.2.3 Strategic Planning Information

Strategic planning information is part of its methodology manipulating information to identify attainment strategy of vision and mission information system through management and development of information system.[5] The main strategic planning information is preparing for the plan for management analysis, planning and development of the system computer-based.[6]

#### 2.2.4 Strategic Planning Information System

Strategic planning Information System is a process of SI portofolio identification of application based computer, which will support in organization of execution of the plan business and realize business objectives.

Planning strategy SI/TI is the plan how and what system/technology is appropriate for organization. There are three kinds of planning :

1. Strategic planning (long term planning, 3-5 in the year)
2. Tactical Planning (medium-term planning, occurred 1-3 years old)
3. Operational Planning (short term planning, 6 months to 1 years) [7]

### 2.2.5 SWOT Analysis

SWOT Analysis will be mapped out of the environment analysis results. Power was identified with the aim is to know what the organization to be able to continue and maintaining business.

### 2.2.6 RoadMap

In the context, efforts to achieve a result, roadmap is a document of detail work planning that integrate all the plan and implementation program and the activities of the time-span.[8]

### 2.2.7 Testing

Design result will be tested with the analysis feasibility test whether strategic planning SI/TI was designed to be used.

## 3 Research Method

The subject that will be discussed in this final research is a "SI/TI Strategic Plan Model Designing In *Homestay* Venezia". The models is escaped to be a reference in decision-making information system in order to increase the level of professionalism and human resources in Homestay Venezia.
The stages in this research is as follows.

### 3.1 Visioning Stage

a. Starting and managing projects
b. know business situation and vision
c. documents and confirmed business processes

### 3.2 Analysis Stage

a. Understand the current situation analysis
b. Analyzing the SI current situation
c. Develop first recommendations

### 3.3 Direction Stage

a. Develop vision and SI direction
b. Develop SI planning
c. Identify SI project

### 3.4 Recommendation Stage

a. Develop road map
b. Develop the business case
c. Communicate plan

### 3.5 Feasibility Test Plan Model

The test is successful and making a model is appropriate to support strategy organization in Homestay Venezia if percentage to 100 percent, if there is still less than 100 percent and testing will be back with respondents will provide input about creating a model to be repaired.

## 4 Discussion

### 4.1 Visioning Stage

At this stage, planning process will be done to know business process that is in Homestay Venezia. The main objective is to find out a system that is currently taking place in *Homestay* Venezia. The research carried out in Homestay Venezia in the management and the staff *Homestay*. Data collection of this research uses the observation and interview.

The strategic planning Homestay Venezia has not been any, planning is merely a spontaneous if there is a need for the homestay. Homestay Venezia itself has a website that www.homestay-venezia.com . In this website is a friendly visitors can be candidates for visitors who issue with doing online.

### 4.2 Analysis Stage

The current situation in Homestay Venezia business which is managed by a family, reporting where activities have not yet been well structured. The use of SI/TI is only a small part of the process in which is taking place in Homestay Venezia. The activity that use computer technology only in the process of *check in* visitors in Homestay Venezia. Logging visitors are also very limited and simple because applications that used is the application default from operating system that used *Microsoft Excel*, with a limited application, ministering to visitors who want to *check in* or in reporting will not be maximum and vulnerable mistake. By average visitors that increased every year, Homestay Venezia must have a planning strategy on information technology field so that for the future, business is managed professionally and make it easier to serve visitors.

### 4.3 The Direction stage

In the stage direction or direction is made in accordance with the vision and mission of the Homestay Venezia. The first of all this stage is to make business process strategic to *Homestay* Venezia,namely :

1.  Business process management financial, in this process accounting will receive reports from all staff in homestay, then accounting data input will report to the system.
2.  Process bill payment rooms, in this process, visitors pay bills in accordance with the listed to bill after *front office* checked data visitors on the system.
3.  Business process *tour* and *travel,* in this process, visitors choose tourism places, and staff will check the cost and schedule *tour* on the system.
4.  Business process reservations rooms, in this process, *front office* did a cadaver room that is empty, if available rooms and visitors give their identity and then were numbered by *front office* on the system.
5.  Business process budget planning, *accounting* provides suggestion to *general management,* and later be forwarded to the Main Director. After being agreed *accounting* will check-in to the system to collect data code budget and next do financial accounting.
6.  Business process data management officials, in this process HRD will check data civil servants, if there is a change data and HRD will change this on the system.
7.  Business process a halt to employees, in this process *General Manager* sees to the system of information officer then be consideration to a halt to civil servants.
8.  Business processes take attendence civil servants, the process is civil servants did take attendence on a system, and next to checks by staff HRD.
9.  Business process data management take attendence civil servants, in this process, staff HRD checked data attendance list on the system to see high discipline personnel.
10. Management process salary, *accounting* staff make recap salary then enter the data officials into the system and count salary. The system will check for the number of pieces.
11. Business process for buy facility reccomendation, staff *House Keeping and Food Beverage* check facilities that are in homestay, if there is damage or need to be changed and it will be done on buy facilities.
12. Business process for buy facilities, in this process *accounting* will accept the files of buy facilities, *accounting* check availability of funds in the system to determine the buy facilities.
13. Business process to stop facilities, in this process, the staff of *house Keeping and Food Beverage* check facilities in homestay then listed, if there is facilities that will be in this appointment, the staff of *House Keeping and Food Beverage* will give consideration to *General Manager*.

After mapping business process was above is next to develop a plan of SI. At this stage, it is aimed to build a knowledge base about the business and the

information was used *enterprise* in this time. This step is a process to define business to provide a model of business enterprise that is consistent, comprehensive and complete so that it can be used to define other architectures and implementation plan.

### 4.3.1 Information Architecture

Architecture information identifies information systems and sub- systems that will be developed in the field for planning and promoting Homestay Venezia. Information Architecture clarify business relationships and enhance understanding the business in Homestay Venezia. The purpose of this architecture is so that the information technology respond to the needs of the strategic business in Homestay Venezia.

### 4.3.2 Data Architecture

In the development architecture data, the main data that supports the functions business that is defined by on the other architectures business must be identified and defined. Here is a list candidates entity data that will be used by Homestay Venezia in carrying out its function.

**Table 1** Data Entity

| The name of Entity | Description |
|---|---|
| 1. Visitors | Visitors who came to stay or book *Tour* and *travel* package |
| 2. Civil Servants | who did all the activities they associated with visitors to serve the Homestay Venezia or civil servants who were on duty at homestayvenezia |
| 3. Room | Facilities provided to stay the visitors Homestay Venezia |
| 4. Tourism Place | A recreation site that is provided for the visitors Homestay Venezia |
| 5. Occupation | The position of an organization that have the responsibility and specific function |
| 6. Travel Agent | Service Providers transportation for the visitors homestay that will visit |
| 7. Vendor | A company supplying facilities Homestay Venezia |
| 8. Ticket | Documents proof that states appointment between the visitors and Homestay Venezia in the tour and travel to some tourism objects. |
| 9. Activity | All of those activities that will be done in Homestay Venezia |
| 10. Budget | The use of the fund Draft Budget that will be used in an activity in Homestay Venezia |
| 11. Facility | Facilities and gain support for and the smooth running the activity that is in Homestay |

### 4.3.3 Architecture Application

The development application architecture is intended to define a type of main applications that would be needed to manage data and information and support function business in Homestay Venezia.

Here is a list candidates applications that used in Homestay Venezia in running the function business :

**Table 2** Candidate Aplication

| No | Application Collection | Candidate Application |
|----|------------------------|------------------------|
| 1. | Official Information System | staffing information system, salary information system, Official attandance applications, support System civil servants, |
| 2. | Financial Information System | Applications financial management Information System homestay, planning and budget |
| 3. | Facility Information System | support System facilities feasibility facilities, Information System Management vendors, management information system assets |
| 4. | Homestay management information system | homestay reservation information system, decision support System program homestay, information systems checking complete facilities |
| 5. | Tour and Travel Information System | information system tour and travel, regional information system tourist |
| 6. | Homestay marketing information System | Marketing information system |

### 4.3.4 Technology Architecture

After data and applications is defined, the next step is defines type of main technologies that would be needed to implement these applications that are in Homestay Venezia. The platform list that will be used in this table below:

#### 4.3.4.1 Hardware

**Table 3** PC Specification

| SPESIFIKASI PC | |
|----------------|---|
| Sistem Operasi | Microsoft Windows 7 |
| Procecor | Intel Core 2 Duo |
| RAM | 2 Gb of 2.00 Ghz |
| Hardisk | 500 Gb |

| Optical Drive | DVD RW |
|---|---|
| Mouse | |
| Keyboard | |
| Interfaces | Serial Port, Parallel Port, USB Port, Audio. |

**Table 4**  Server Specification

| SPESIFIKASI PC | |
|---|---|
| Sistem Operasi | Linux |
| Procecor | Intel Core 2 Duo |
| RAM | 4 GB of 2.00 Ghz |
| Hardisk | 720 Gb |
| Optical Drive | DVD RW |
| Mouse | |
| Keyboard | |
| Interfaces | PCI |

### 4.3.4.2  Software

Software involves Operating System, which is on a program to agency between users with the hardware.To make these applications requires programming language.In addition, software that is needed in Homestay Venezia is the base data, utilities, and office applications.

### 4.4  Recommendation

To determine the business level and the things that would be needed for the development technology in Homestay Venezia is done research on the homestay. The roadmap making was referring to portfolio applications that has been made.

**Table 5**  Portofolio Application

| Strategis | High Potency |
|---|---|
| SPK Program *Homestay* | Tour dan Travel Information System |
| Sistem informasi perencanaan kerja anggaran | Regional Tourism Information System |
| Sistem informasi pemasaran | |
| Sistem informasi pemesanan kamar | SPK kelayakan fasilitas |
| Sistem informasi pengecekan kelengkapan fasilitas | Sistem informasi pengelolaan vendor |
| | Sistem informasi manajemen asset |
| | Sistem informasi perencanaan kerja anggaran |
| | sistem informasi pegawai |
| | Aplikasi absensi pegawai |
| | SPK kinerja pegawai |
| Operasional Kunci | Pendukung |

*Roadmap* in the year of 2013 until 2015 as follows:

**Table 6    Road map**

| Priority 1 | Priority 2 | Priority 3 |
|---|---|---|
| a. The identification needs information technology<br>b. Determine information architecture<br>c. Technology standardization that needed<br>d. Supporting technology Development in homestay Venezia<br>e. To Manage and trained human resources in the field TIK | a. Information System establishment that has been yet<br>b. Development of infrastructure supporting | Development in the final before |

## 4.5    Feasibility Test Model

Testing done by giving advance to a civil servant explanation Homestay Venezia. Testing carried out by means strategic plan of explained on 2013-2015.Respondent that fill feasibility studies are as follows:

name : Ismarizal

position :: General Manager

Based on the fit and proper test, presentations as follows:

Yes: 11/11 x 100 percent = 100 percent

not : 0/11 x 100 percent = 0 percent

Testing will be done only once because the test result was that it was hoped that the plan is really a proposed can be trusted.

## 5    Closing

## 5.1    Conclusion

Based on The result of the discussion strategic planning SI/TI in Homestay Venezia, then get conclusion as follows:

1. Strategic plan it produces a model SI/TI strategy to support organization for year 2013 until the year 2015 in Homestay Venezia.

2. Data that had been modeled for them coordinated vision and mission Homestay Venezia.

3. Recommendation on model strategic planning, test is done through feasibility test model to Homestay Venezia, where test result be reasonable to support strategy organization in Homestay Venezia.

## 5.2 Suggestion

Suggestions that can be delivered in relation to the making modeling strategic plan SI/TI in 2013 until the year 2015 in Homestay Venezia is

1. Organizational structure, business process and, information system that is managed into direction that should be evaluated in further based on business needs in Homestay Venezia.

2. Suggesting the design in roadmap should be added because they are often having new activity or new applications that require updates.

3. Management commitment Homestay Venezia about modeling strategic plan SI/TI must focus and be consistent. So that the modeling of SI/TI strategy can have a positive impact on the community as visitors, and also organization.

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