

ABSTRACT
STRATEGIC PLANNING OF INFORMATION SYSTEMS AND
TECHNOLOGY TO IMPROVE HEALTH SERVICES AT RUMBIA
MEDICAL CLINIC

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In implementing information systems, companies need good planning so that the implementation carried out can run in accordance with the company's existing business strategy so that it can provide contribution to the clinic in competition between other business people. Rumbia Medical Clinic is one of the business actors engaged in the health sector, where the current competitive conditions of the clinic are required to carry out planning - planning that is not only related to business but to the systems and information technology implemented in the clinic. As a health clinic in Rumbia District, Central Lampung, the Rumbia Medical Clinic also has problems that must be solved, such as the medical record processing process is still carried out manually by recording using a medical record book, the health management system has not been integrated, the drug stock process and there is a queue in taking medicine, this has an impact on damage, data loss, data manipulation, data duplication and the time used is still less effective and efficient in terms of recording medical record data and health services. Likewise, over time, new competitors have emerged who are trying to enter the Central Lampung market. To solve problems and provide recommendations for the Rumbia Medical Clinic, the phenomena that occur in the field will be recorded and analyzed using the SWOT and Porter's Five Force methods to determine the strategic position for the Rumbia Medical Clinic which will later be used as a basis for creating a business strategy that can be used to increase competitiveness. The next process carried out is to reformulate the clinic's strategy taking the basis of the SWOT analysis. This research then resulted in strategic planning for the next 5 years and the development of information technology that can be implemented by the Rumbia Medical Clinic in the future.

Keywords: Strategic Planning, Information Systems, Information Technology, SWOT, Porter's Five Forces.