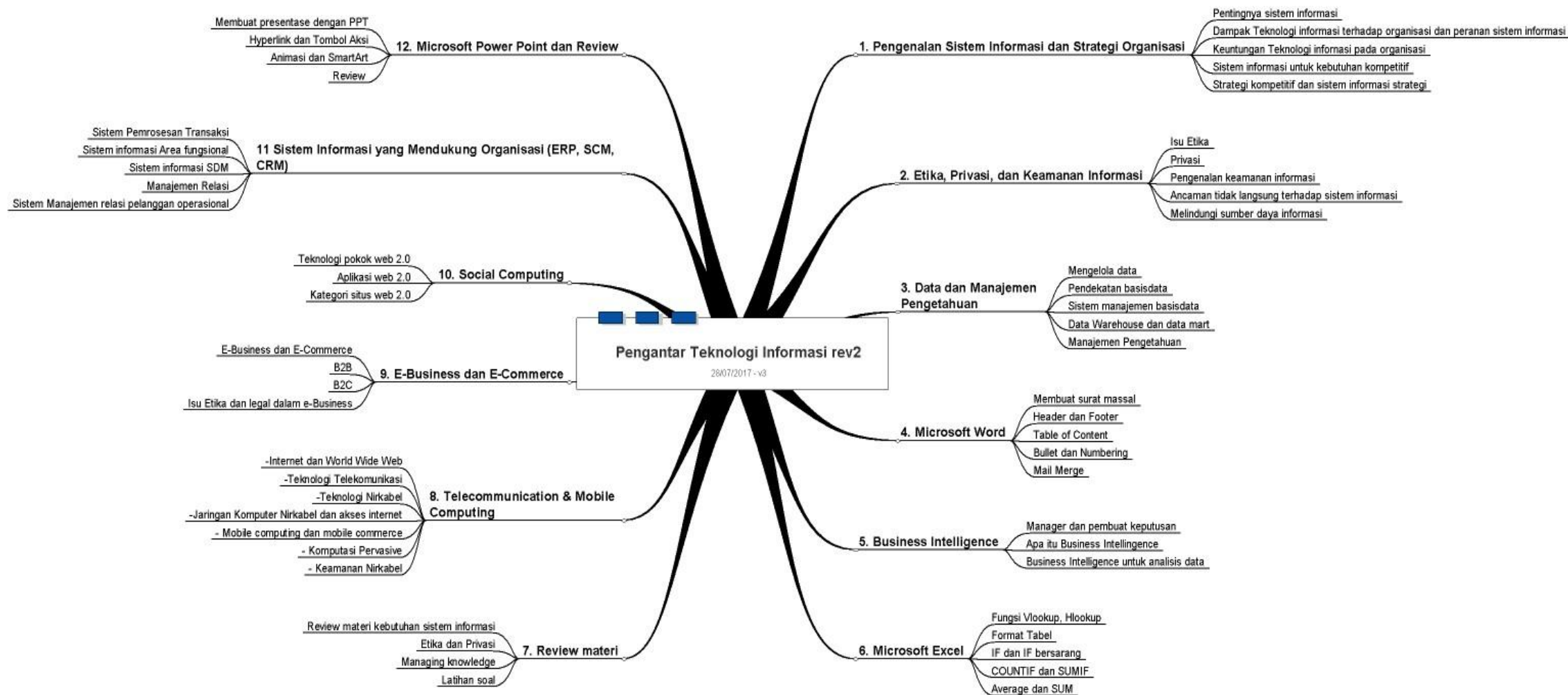




Pengantar Teknologi Informasi

U N I V E R S I T A S B U N D A M U L I A

Mind Map Mata Kuliah



Kompetensi Umum

- Mahasiswa mampu menunjukkan konsep dasar Teknologi Informasi yang dipresentasikan dalam format pengolahan kata, pengolahan data, data presentasi (C3)



Introduction to Information System and Organization Strategic

Pertemuan I

U N I V E R S I T A S B U N D A M U L I A

Kompetensi Khusus

- Mahasiswa dapat menjelaskan terminologi terkait teknologi informasi serta mengidentifikasi penggunaan teknologi informasi dalam perusahaan serta keunggulan teknologi dalam penggunaan pada perusahaan atau industri(C2)

Materi :

1. Pentingnya sistem informasi
2. Dampak teknologi informasi terhadap organisasi dan peranan sistem informasi terhadap organisasi dan peranan sistem informasi
3. Keuntungan teknologi informasi pada organisasi
4. Sistem informasi untuk kebutuhan kompetitif
5. Strategi kompetitif dan sistem informasi strategi



1. Pentingnya Sistem Informasi

1.1 Why Should I Study Information System

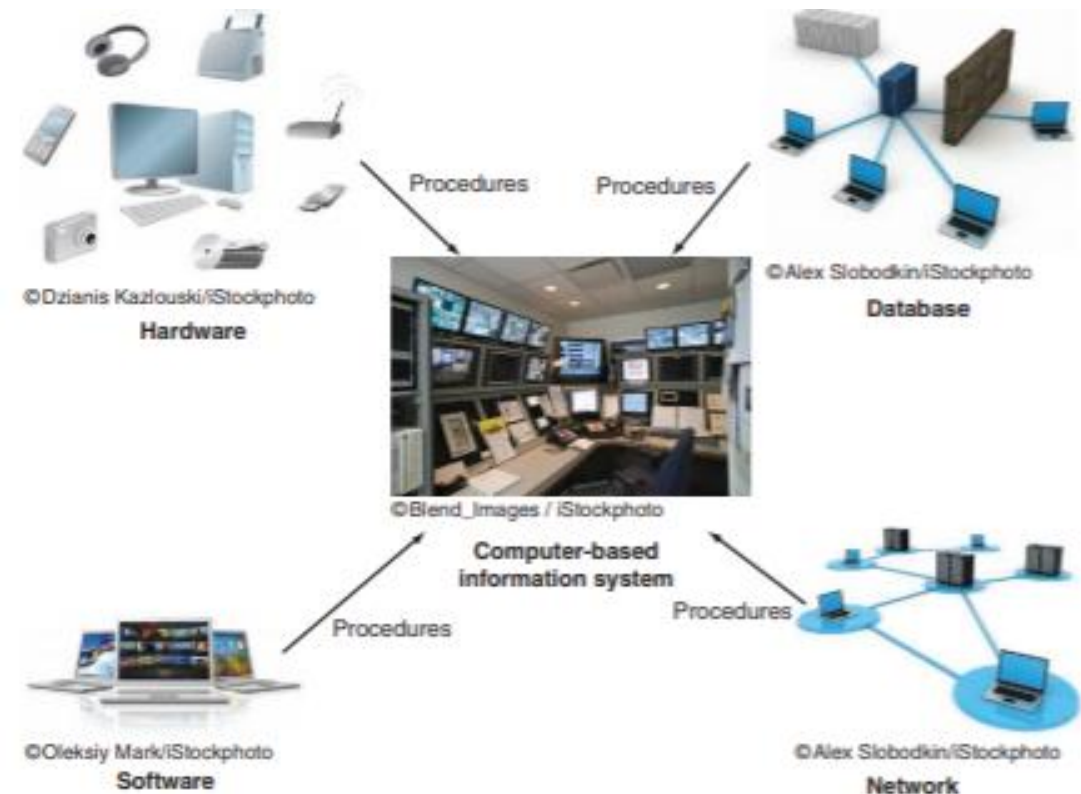
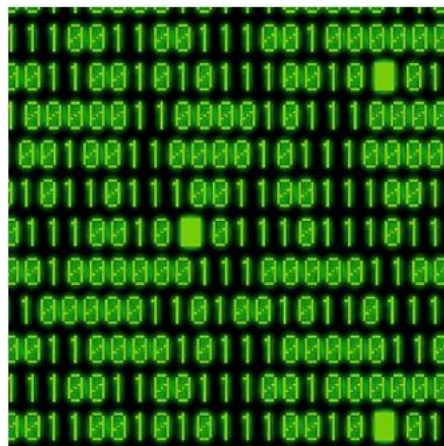
1. We are the most connected generation in history
2. We surrounded by a movable information network.
3. Think of everything you do online.

1.2 Information System

- Group of all networks, computers and persons involved in the collection, processing, storage, analysis, and dissemination of data and information within a particular environment
- A computer is an electronic device that processes data, converting it into information that is useful to people

1.3 Information Infrastructure

- Hardware
- Software
- Network and Communication
- Database





2. Dampak Teknologi Informasi Terhadap Organisasi

2.1 Informed User

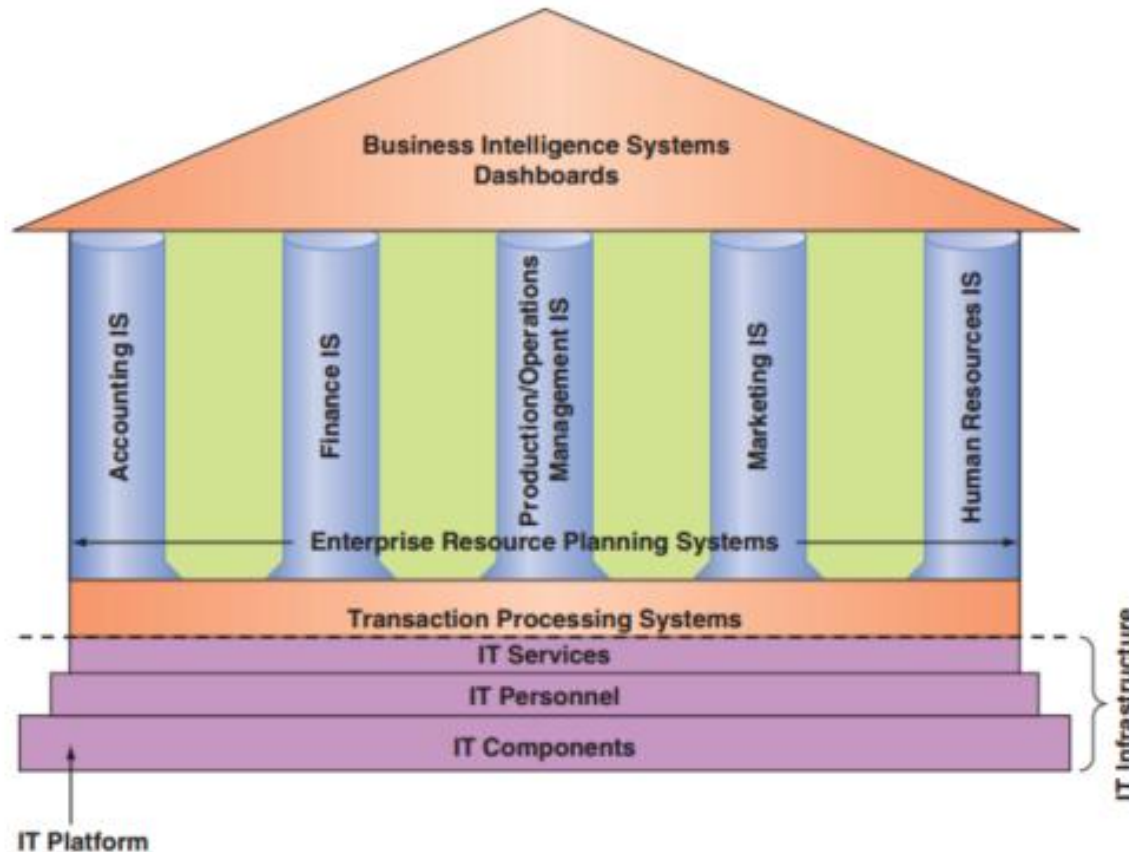
- Informed user; that is a person knowledgeable about information systems and information technology.
- Informed user tend to get more value from whatever technologies they use.

2.2 Benefits Informed User of IT

- Understand what is “behind” the application
- You will be in a position to enhance the quality of your organization IT application
- Development in existing technologies
- Using IT can improve your organization’s performance
- You will have ideas of becoming an entrepreneur.

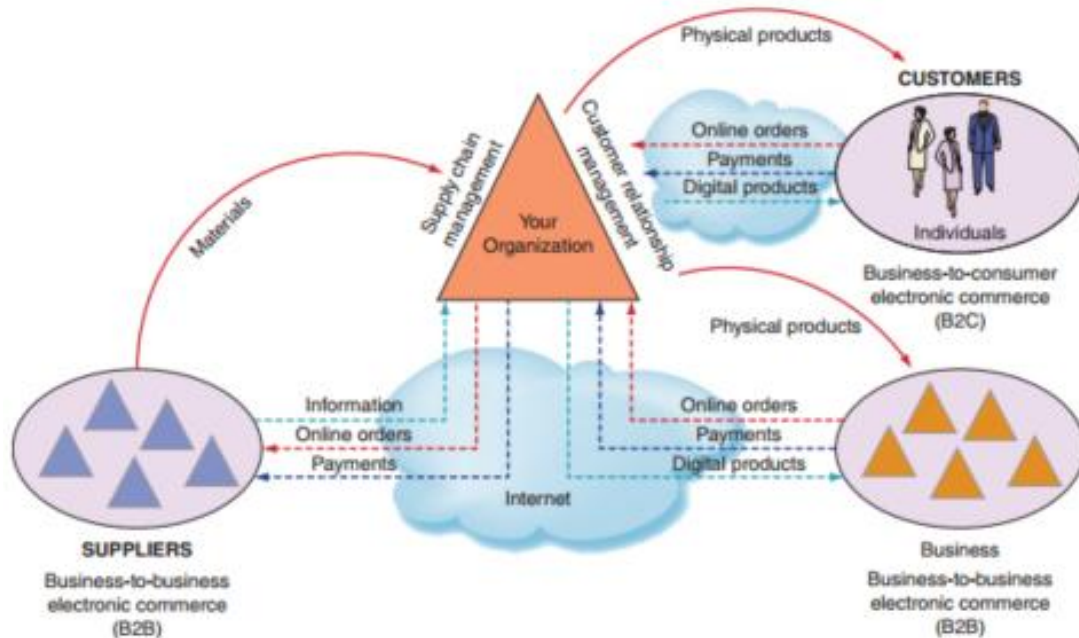


2.3 Information Technology Inside Your Organization



- This picture illustrates how these components are integrated to form the wide variety of information system found within an organization
- Starting at the bottom of the figure, you see that the IT components of hardware, software, networks (wire line and wireless), and databases form the information Technology Platform.

2.4 Information System that Function Among Multiple Organizations



- This picture shows the different type of information systems that function among multiple organization
- This picture include transaction processing system (TPSs), management information system, enterprise resource planning



3. Keuntungan Teknologi Informasi pada Organisasi

3.1 IT Impacts Entire Industries

- Early 2015, technology required to transform industries through software had been developed and integrated and could be delivered globally.
- Software tools and Internet-based services enabled companies in many industries to launch new software- power startups without investing in new infrastructure or training new employees.

3.2 IT Reduces the Number of Middle Managers

- IT makes managers more productive and it increases the number of employees who can report to a single manager.
- IT ultimately decreases the number of manager and expert.

3.3 IT Change's Manager's Job?

- One of the most important task of manager is making decision.
- IT has been change the manner in which managers make their decisions; → **IT ultimately has change managers job.**

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- IT provides manager with near-real-time information → manager have less time to make decisions, making their jobs even more stressful.
- But IT also provide many tool to help the manager to handle the volumes of information they must deal.

Will IT Eliminate Jobs??

3.3 IT Impact Employees at Work

- The internet threatens to exert an even more isolating influence than have computers and television.
- Encouraging people to work and shop from their living room can produce some unfortunate psychological effect, such as depression and loneliness.
- IT Impact Employees' Health and Safety
- IT Provides Opportunities for People with Disabilities.

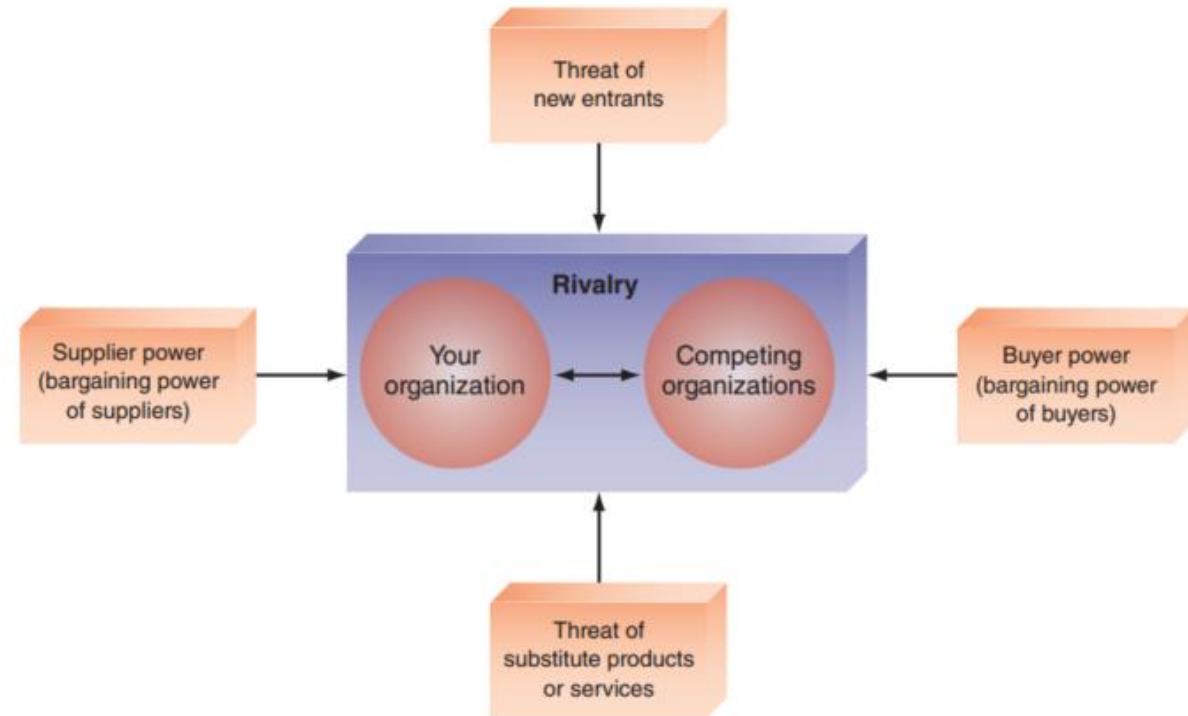


4. Sistem Informasi untuk Kebutuhan Kompetitif

4.1 Porter's Competitive Forces Model

- Companies use Porter's model to develop strategies to increase their competitive edge.
- This model also demonstrates how IT can make a company more competitive.

- Five forces Porter's model such as :
 - a) The threat of entry of new competitors
 - b) The bargaining power of suppliers
 - c) The bargaining power of customers (buyer)
 - d) The threat of substitute products or service
 - e) The rivalry among existing firms in the industry



5. Strategi Kompetitif dan Sistem Informasi Strategi

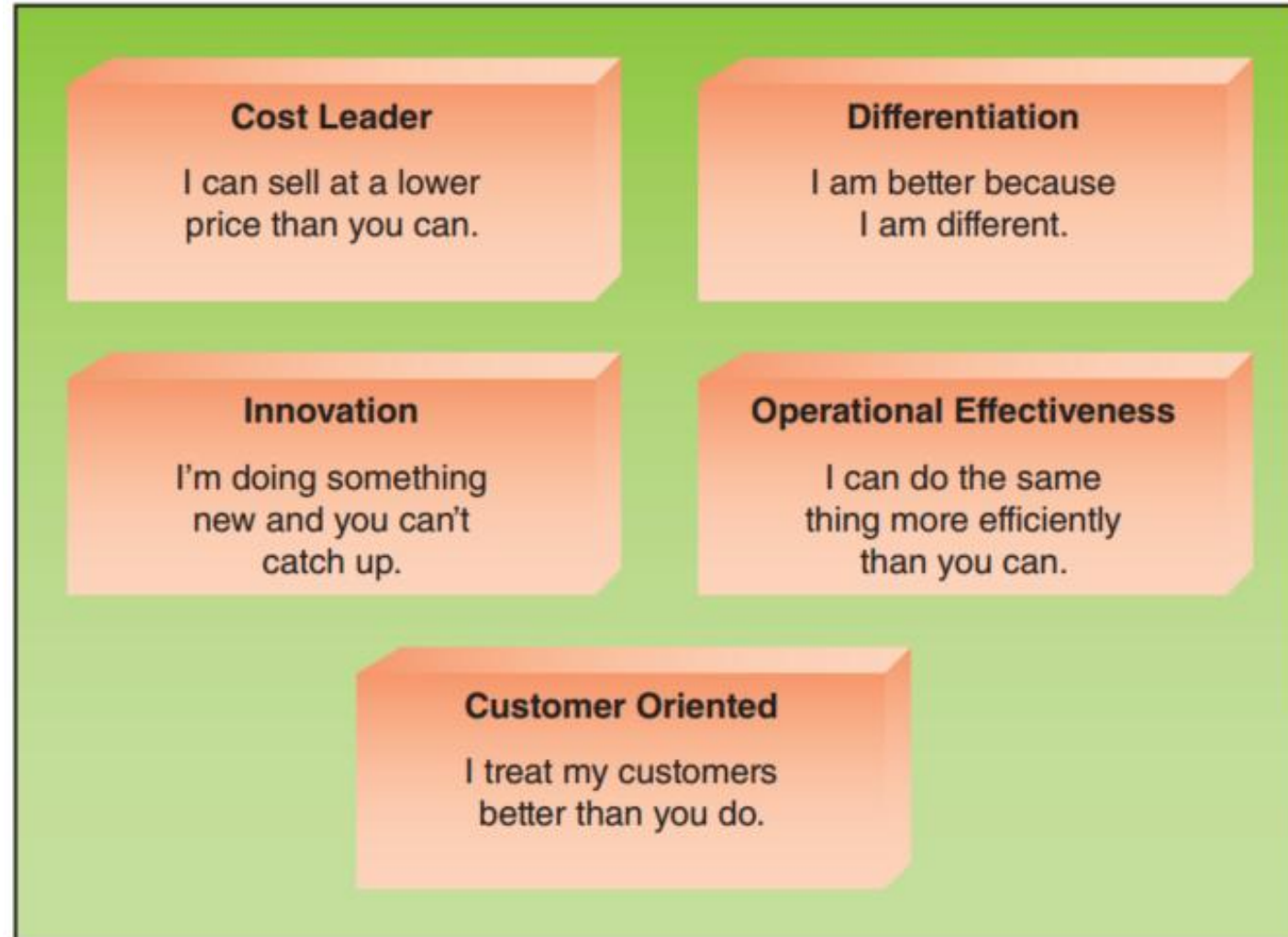
5.1 Competitive Strategy

- Competitive Strategy is a statement that identifies a business's approach to complete, its goals, and the plans and policies that will be required to carry out those goals (Porter 1985)
- Strategic information system provide a competitive advantage by helping an organization implement it strategic goals and improve its performance and productivity

5.2 Strategies for Competitive Advantages

- Companies must select a strategy and then stay with it because a confused strategy cannot succeed.
- There are five strategy for competitive advantages such as;
 - a) Cost Leadership Strategy
 - b) Differentiation Strategy
 - c) Innovation Strategy
 - d) Operational Effectiveness Strategy
 - e) Customer Orientation Strategy

...



Summary

- The benefits of being an informed user of IT include the following:
- You will benefit more from your organization's IT applications because you will understand what is “behind” those applications.
- You will be able to provide input into your organization's IT applications, thus improving the quality of those applications