

ABSTRACT

STRATEGY FOR IMPROVING IMPLEMENTATION PERFORMANCE OF SUSTAINABLE PALM OIL CERTIFICATION INFORMATION SYSTEM MANAGEMENT OF PT SMART TBK.

SPO Scorecard is an information system *management* for sustainable palm oil certification developed by PT SMART Tbk. Since the beginning implemented in July 2013, the implementation performance of SPO Scorecard is still low so that the strategy for improving the implementation performance of this SPO Scorecard is needed. This study aims to identify problems and strategies in improving implementation performance on SPO Scorecard at PT SMART Tbk. Based on qualitative research approach conducted with usage Delone and McLane Model (1992) note that the problems that lead to low performance are; the organizational structure and *job description* is not clear, the poor quality of the application system, the poor quality of the *checklist*, the lack of socialization of the urgency of the application, and the training that is not programmed properly. Strategies that can be used as solution are; establishment of organizational structure and *job description*, improvement of application systems quality, improvement of *checklist* quality, improvement of socialization of the urgency of the application, and improvement of training programs.

Keywords: information system *management*, sustainable palm oil certification, SPO Scorecard, *gap analysis*, strategy formulation

ABSTRAK

STRATEGI PENINGKATAN KINERJA PENERAPAN SISTEM INFORMASI MANAJEMEN SERTIFIKASI MINYAK SAWIT LESTARI PT SMART TBK.

SPO Scorecard adalah suatu sistem informasi manajemen sertifikasi minyak sawit lestari yang dikembangkan oleh PT SMART Tbk. Sejak awal diterapkan Juli 2013, kinerja penerapan SPO Scorecard ini masih rendah sehingga diperlukan adanya strategi untuk peningkatan kinerja penerapan SPO Scorecard ini. Penelitian ini bertujuan untuk mengidentifikasi persoalan dan strategi-strategi dalam peningkatan kinerja penerapan SPO Scorecard di PT SMART Tbk. Berdasarkan hasil penelitian kualitatif dan penggunaan model Delone & McLane (1992) diketahui bahwa persoalan yang menyebabkan rendahnya kinerja penerapan SPO Scorecard adalah; ketidakjelasan struktur organisasi dan *job description*, rendahnya kualitas sistem aplikasi, rendahnya kualitas *checklist*, kurangnya sosialisasi urgensi penerapan, dan training yang tidak terprogram dengan baik. Strategi yang dapat digunakan sebagai solusi adalah; penetapan struktur organisasi dan *job description*, peningkatan kualitas sistem aplikasi, peningkatan kualitas *checklist*, peningkatan sosialisasi mengenai urgensi penerapan, dan peningkatan program training.

Kata Kunci: sistem informasi manajemen, sertifikasi minyak sawit lestari, SPO Scorecard, analisis gap, formulasi strategi