

ABSTRACT

Perum Perhutani Unit III is one of the providers of natural tourism sector managing forest resources in West Java and Banten. The development of the tourism industry demands Perum Perhutani Unit III to choose the best marketing strategy and manage customer relationships to produce competitive tourism advantage.

The marketing of tourism destinations is expected to be able to develop tourism in the region and ensure the sustainability of tourism destination resources through targeted promotional activities. While customer relationship management (CRM) focuses on how to create good communication with customers to stay true to products offered in the long run.

Based on those problems, Perum Perhutani Unit III requires the design of enterprise architecture that can support marketing activities and customer relationship management through the utilization of information technology. Enterprise architecture can also help harmonize the competitive strategy of Perum Perhutani Unit III with information technology. The design of enterprise architecture requires a framework that identifies the scope of the architecture to be documented and establishes the relationship between the architectural areas.

The design of enterprise architecture in this study is using TOGAF framework that has several phases, including preliminary phase, architecture vision, architecture business, information system architecture, technology architecture, opportunities and solution, and migration planning. The results of this design in the form of target business models and artifacts on faithful stages.

Keywords: Enterprise Architecture, TOGAF, Tourism, Perum Perhutani, Marketing, Customer Relationship Management