

## **ABSTRACT**

# **BUSINESS ARCHITECTURE STRATEGY DESIGN FOR DIGITAL BANKING PRODUCT DEVELOPMENT IN THE INFORMATION TECHNOLOGY DIVISION OF PT BANK PEMBANGUNAN DAERAH JAWA BARAT DAN BANTEN TBK**

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PT Bank Pembangunan Daerah Jawa Barat & Banten is a BUMD Bank (Regionally Owned Enterprise) owned by the Provincial Government of West Java and Banten with a head office location in Bandung which was founded on May 20 1996. In support of Bank bjb's vision, namely "To be your first bank of choice " and supporting one of its missions, namely "Increasing financial inclusion for society through banking digitalization", developing digital-based products is the main key in business development. In developing digital-based products, the role of the Information Technology Division at bank bjb is very important because the entire process from initiation, development, maintenance and maintaining digital services so that they can continue to serve customers is the role of the Information Technology Division, apart from that the role of the Digital Banking Division is also key as a product owner to carry out innovation and development on the bank bjb digital banking product side.

To increase acceleration in digital banking product development, bank bjb needs to adapt its business strategy to current technology trends, especially in the Information Technology Division. Enterprise Architecture is a method that can be used to align business strategies so that they are in harmony with information technology. In designing an EA, an architectural framework is needed to develop a

broad scope of discussion, especially on the business side. The framework used is TOGAF ADM which consists of 9 phases, however the phases carried out to design the Enterprise Architecture in this research only focus on the business architecture side to develop strategies on the business side for the Information Technology Division both on the organizational side, job descriptions, function mapping and internal business processes. development of bank bjb digital banking products.

From this research, output will be produced in the form of a blueprint for the Information Technology Division's business architecture design for developing digital banking products. By preparing a strategy on the business architecture side for the Information Technology Division, it is hoped that it will facilitate the achievement of strategic goals as well as the vision and mission of bank bjb in terms of providing digital services to all customers through bank bjb digital products which can make it easier for customers to carry out banking transactions anywhere at any time.

Kata Kunci : bank bjb, Information Technology Division, Enterprise Architecture, Digital, TOGAF ADM, Digital Product Development