

## **ABSTRACT**

PT Pikiran Rakyat Bandung is a company engaged in the field of information dissemination through the media of newspapers both in the form of print media in the form of paper or digital media such as websites and mobile can be accessed by its customers. Customers of Harian umum Pikiran Rakyat daily readers scattered across the whole area of West Java, because the company has a regional base in West Java.

To carry out its business activities in achieving the objectives of the company certainly requires an or a package of mutually integrated information systems that are supported by an adequate technology infrastructure for the alignment of business strategy and IT strategy and reduce the time when workmanship yet the existence of information systems.

Enterprise architecture is a method that can be used in the analysis of planning information system used to align business process and IT strategy. Enterprise architecture has a wide framework, a framework used in this study using framework TOGAF ADM, the use of framework TOGAF ADM because the result of TOGAF framework consistently, described the needs of stakeholders, as well as describing the Organization's future needs [1]. In this framework, TOGAF, there are 10 phases that must be passed to examine and analyze the alignment of information systems with the use of the business process in the company, of the 10 phases, a phase that is run in this study only as to phase Opportunities and Solution.

This research resulted in the form of technology architecture blueprint design of information systems has been carried out an analysis of the design of the system of information either in its entirety or only partially, in addition to the design of information systems, blueprint will be made also an example prototype information system after analysis. With a design based on architecture technology, expected use of technology can be growing towards a better to support the business processes of PT. Pikiran Rakyat Bandung more advanced future.

Keywords : TOGAF ADM, architectural technolog, PT. Pikiran Rakyat Bandung, blueprint.