

ABSTRACT

DESIGN OF ENTERPRISE ARCHITECTURE MARKETING AND PROMOTION FUNCTION IN PT SMITHINDO MITRA MANDIRI USING TOGAF ADM

PT Smithindo Mitra Mandiri is a company engaged in the production and sales of fashion products that carries the concept of “Fashion as a Daily Outfit” which aims to make every product produced by Smith as a requirement for daily activities. In an effort to compete with the competitor companies, Smith has to perform the implementation of a different strategy from other companies and clearly tailored to the conditions and goals of the company. In running their business process, the company prioritizes goods and service in the best quality, thus it demands the function of marketing and promotion to have a great performance and structured marketing strategies. In order for business strategy and information technology to be aligned, the company requires the design of enterprise architecture to serve as a guide architecture reference. The methodology used in the design of Enterprise Architecture is TOGAF ADM. The stages in TOGAF ADM for this research are Preliminary phase, Architecture Vision, Business Architecture, Information System Architecture, Technology Architecture, Opportunities and Solutions, and Migration Planning. This study resulted in an Enterprise Architecture design at PT Smithindo Mitra Mandiri for marketing and promotion functions, identification of proposed projects and roadmap for the enterprise of OT development.

Keywords: Enterprise Architecture, marketing and promotion, TOGAF ADM