ABSTRACT

DESIGN OF ENTERPRISE ARCHITECTURE FOR INTEGRATED SYSTEM IN NOT WOOD MARKETING PERUM PERHUTANI USING TOGAF ADM METHOD

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Perum Perhutani is a State-Owned Enterprise (SOEs) company that has a strategic role that supports the environmental, social cultural and economic sustainability systems of the national forestry community. Perum Perhutani is a forest management company in Java and Madura which was established in 1961. Perum Perhutani has several business functions, one of which is the marketing function. The marketing function is a function that plays an important role in a business in a company. The marketing function is the key to success of business success in a company. Perum Perhutani has a vision of becoming the world's leading forest management company and benefiting the community. To realize this vision, Perum Perhutani must be able to make improvements, especially in marketing.

This research is a function that aims to develop the company's capabilities and support the company's business strategy. The marketing process at Perum Perhutani has used the website but only focuses on the sale of wood. While other forest products produced by Perum Perhutani are very much in the form of wood and non-wood (Gondorukem, turpentine, honey, eucalyptus oil) whose sales have not been done online which has caused the purchase of non-timber products only by consumers in the city. Therefore, to increase sales every year a well-integrated information system is needed as a research support and an enterprise architecture design is needed.

Designing enterprise architecture for Perum Perhutani information systems in this study using TOGAF ADM, because it is flexible and open source. Enterprise Architecture functions to align business strategies with IT strategies, and make business process changes more effective and efficient. Enterprise Architecture applies the principles of architecture and learning to lead organizations through business, information, processes and technological changes that play an important role in implementing the planned strategies. In this study will use TOGAF ADM in

designing Enterprise Architecture, namely Preliminary Phase, Architecture Vision, Business Architecture, Information Systems Architecture, Technology Architecture, Opportunities & Solution, and Migration Planning by comparing existing conditions and targets. The output of this study is in the form of architectural blueprint and IT Roadmap with a period of 5 years..

In this research, designing corporate architecture in the non-timber sector at Perhutani Corporation. In this design, an application design will be carried out for purchase transactions of non-timber products, from ordering to shipping and customer service features to improve the company.