

ABSTRACT

TOGAF FRAMEWROK SUPPORTING THE ENTERPRISE ARCHITECTURE DESIGN FOR DIGITAL TRANSFORMATION IN SMALL AND MEDIUM BUSINESSES (SMEs)

(Case Study: UMKM Iket Sunda)

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Digital transformation is defined as a methodology in which an organization changes and creates new business models and cultures with digital technology. When looking at digital transformation, people tend to think about technology, when in fact it's about how to change a business model and how we change our perspective and engage with stakeholders. After we get a business model correctly, we can find out what technology needs to be used.

The application of information and communication technology is needed in the business world as a tool for companies or organizations to compete with other companies for the progress of their companies. The more sophisticated a technology that the company uses, the more effective and efficient the activities carried out by a company. With the increasingly sophisticated technology, the application of information technology is increasingly difficult and complex. moreover, the technological advances in the world are unstoppable in other words growing. Not only companies but SMEs as small organizations must also gradually implement information technology in their business processes. So that their business is not obsolete. However, the application of technology itself is not easy, not even all technologies can be aligned with their business processes.

Therefore the need for the application of information technology that supports MSME business processes and aligns with their business objectives. To harmonize business with technology in SMEs, an Enterprise Architecture is needed. One of the best practice frameworks for developing these EAs in SMEs refers to TOGAF ADM. TOGAF can be customized for SMEs. For the design starts from the preliminary phase to Technology Architecture.

The results of the EA design in the study produced analysis and design in the form of 2 blueprints, the first blueprint enterprise architecture as a digital transformation

on Iket Sunda SMEs and the second a blueprint enterprise architecture as a form of digital transformation needed by SMEs engaged in all industrial sectors.

Keywords: Digital Transformation, Enterprise Architecture, SMEs, TOGAF ADM, Information Technology