ABSTRACT

PT. Kereta Api Indonesia (Persero) is a state-owned enterprise that provides, regulates and manages rail transportation services in Indonesia. To face the era of modernization and the rapid progress of information technology, PT. Kereta Api Indonesia (Persero) must develop especially in structure, operations, and management. No exception is the development in terms of data management structures, especially the management of customer data. As a customer-oriented company, PT. Kereta Api Indonesia (Persero) needs to pay attention to data governance for customers to be able to provide the best service. But based on the results of interviews, it is known that the governance of customer data at PT. Kereta Api Indonesia (Persero) has not been as expected. This is reinforced by the discovery of problems in managing customer data such as data redundancy, information leakage, data loss, and information security violations. Therefore, it is necessary to design good data governance to improve the capability of the company. Data governance design at PT. Kereta Api Indonesia (Persero) is carried out using the DAMA-DMBOK framework that refers to the objectives of data governance.The focus of this research is on the quality of company data, especially on the management of customer data quality. The research was conducted by identifying the current quality data conditions with specific data governance conditions Data quality management that is in accordance with DAMA-DMBOK. The results of the study were in the form of data issue assessment, risk assessment and people, process and technology recommendations.

Keyword: Data, DAMA-DMBOK 2nd Edition, Data Governance, Data Quality Management