

## **ABSTRACT**

### **DESIGNING ENTERPRISE ARCHITECTURE USING TOGAF ADM FRAMEWORK TO IMPROVE THE COMPETITIVENESS OF UMKM TO EXPAND MARKETS OUTSIDE OF JAVA ISLAND**

**(Study Case: UMKM Fashion Drizzy)**

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*The growth of the technology for now has very fast development. One of the technology that grows very rapidly is Information Technology (IT). At present, IT is not only expected as an additional tool for organizational activities but is already part of the strategy of an organization to achieve its objectives. The economic sector also not spared from the impact of technological developments that happen in almost all aspects of life, not only large-scale business who got affected but also micro-scale business are also affected by this very rapid technological development. Currently, there are many Micro, Small, and Medium Enterprise (UMKM) that have utilized IT to help produce more efficient and effective UMKM business operations as a whole and are also expected to help UMKM to obtain greater profits.*

*If the MSME business has been said to be running, then the next step is to expand market share. Expanding market share can be said to enlarge the MSME business itself. The main issue that is developing as an effort to expand market share and generate greater revenue is through the use of information technology and through online businesses.*

*But the problem today is how to align business strategy and technology. To answer this challenge, the organization must implement an enterprise information system architecture planning (enterprise architecture) that will provide a framework for making long-term information technology decisions by considering the overall organizational concerns.*

*This research uses the TOGAF ADM framework which is limited by several phase only, including: Preliminary Phase, Architecture Vision Phase, Business Architecture Phase, Information System Architecture Phase, dan Technology Architecture Phase.*

*Keywords: EA (Enterprise Architecture), UMKM, TOGAF ADM.*