

ABSTRACT

DESIGN OF ENTERPRISE ARCHITECTURE YOGYA GROUP FUNCTION SALES AND MARKETING USING TOGAF ADM

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Yogya Group is a modern Indonesian retail company with the format Supermarket and Department Store. For the sake of realizing a store that can meet the needs of the people of Indonesia It takes good marketing to introduce this company and good sales so they can survive. From the desire to meet customer needs, a good sales and marketing function is needed to attract the interest of the community. By using Information Technology (IT) and Information Systems (SI) are needed in a business process in the company. Because the compilation of a company can develop, the higher the level of difficulty, the higher it will be. One of the goals of implementing Corporate Architecture (EA) is to organize business processes and information technology infrastructure that is integrated and standardized depending on the company's vision and mission and operational models. TOGAF ADM is complete that is suitable and complete. The stages in the completion of enterprise architecture are discussed important because they will be continued at the next stage that will be implemented. The purpose of this study is to discuss the role of corporate architecture in companies engaged in retail specifically in the sales and marketing function. The advantage of this stage will be to produce a corporate architecture that companies can use to achieve their strategic goals.

Keywords: Yogya Group, Sales and marketing, company architecture, TOGAF ADM.