ABSTRACT
ARCHITECTURE ENTERPRISE DESIGN TO IMPROVE
MSMEs COMPETITIVENESS USING TOGAF ADM
(Case Study: UMKM CTRL XYZ)
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The development of Information Technology (IT) is currently growing so rapidly. Along with the rapid rate of development of the population of food is demanded for the right information, fast and accurate, resulting in competitive competition. The lack of strong economic fundamentals in Indonesia at this time has made the government continue to empower Micro, Small and Medium Enterprises (MSMEs). In this research, what will be discussed is how MSMEs can improve competitiveness with other MSMEs. To improve competitiveness, designing enterprise architecture at UMKM CTRL XYZ using TOGAF ADM is expected to help MSMEs in enhancing competitiveness with MSMEs and current business activities that can be supported by information systems so as to produce more effective and efficient business activities and can improve competitiveness with other MSMEs. This study uses the Architecture Development Method (ADM) method which is limited to several phases, namely: Premilinary Phase, Architecture Vision Phase, Business Architecture Phase, Information System Architecture Phase, and Technology Architecture Phase. The design of Enterprise Architecture in this study produced Enterprise Architecture specific company blueprints and industry specific blueprints needed by MSME CTRL XYZ to be able to compete with other MSMEs.

Keyword: *Enterprise Architecture, SMEs,* TOGAF ADM, *Information Technology, Information System*