

ABSTRACT

ENTERPRISE ARCHITCTURE AS A STRATEGY IN OPTIMIZING FULFILLMENT OF CONSUMER NEEDS IN SALES AND MARKETING HANDAKKOM FUNCTION OF INDUSTRIAL AND MANUFACTURING COMPANIES USING TOGAF ADM

CASE STUDY: ONE OF MANUFACTURING COMPANIES IN WEST JAVA

By

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Industrial and Manufacturing Company is a BUMN (Badan Usaha Milik Negara) company that is engaged in industrial and manufacturing of commercial product in Indonesia. Based on the regulation of the Minister of BUMN No. PER-02 / MBU / 2013 concern on design and management of Information Technology (IT) states that BUMN required to have an IT Master Plan for 3 to 5 years. With these changes, all company functions are expected to be able to communicate effectively and efficiently through an integrated system to achieve company goals. Marketing and Sales Handakkom is one of the functions of the company which is responsible for selling and marketing explosive products. At present the production capacity of this function has not been able to meet the demand compared to the potential annual demand. In this case, IT planning in the function area can be used as one solution to be implemented so that the performance in the function area can be maximized. This design uses the TOGAF ADM method which consists of the Preliminary Phase to Migration Planning and produces artifacts in the form of matrix, catalog, and diagram. The final results of this research are IT Roadmap Enterprise Architecture design that explains the priority of the proposed project and Blueprint Enterprise Architecture design that explains the general description of the proposed project in supporting the company's business processes.

Keywords: *Enterprise Architecture, IT Roadmap, Marketing and Sales Handakkom, TOGAF ADM*