

ABSTRACT

ENTERPRISE ARCHITECTURE AS A STRATEGY TO IMPROVE MARKETING AND SALES IN THE FUNCTION OF HANKAM AND INDUSTRIAL BUSINESSES FOR INDUSTRIAL AND MANUFACTURING COMPANY USING TOGAF ADM

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Industrial and Manufacturing Company is a state-owned company (State-Owned Enterprise) which is engaged in defense equipment (Main Tool of Armament Systems) and commercial products, which has been established since 1808. Industrial and Manufacturing Company has the vision to become a leading manufacturer of defense and security equipment in Asia in 2023, through product innovation efforts and strategic partnerships. For the sake of realizing this vision and in accordance with the regulation of the Minister of BUMN RI No. PER-02 / MBU / 2013 concerning guidelines for the preparation of information technology management for state-owned enterprises that are required to have guidelines for the preparation of information technology in the form of an IT Master Plan. This IT Master Plan contains the company's strategic plan in the long term in achieving its vision and mission. IT Master Plan is expected to be a solution for all functions in the company in carrying out and achieving its vision and mission.

In Industrial and Manufacturing Company various functions are of use-value for the company is running its business. These functions are required to be an object in the design of the IT Master Plan itself. One of the functions is the Marketing and Sales function which is in the existing condition at Industrial and Manufacturing Company is divided into 2 functional units, namely the Defense and Security Business and the Industrial Business. The HANKAM Business Function itself is a unit of the Marketing and Sales function that focuses on products and services related to Weapons, Ammunition, and Special Vehicles. Then for the Industrial Business Function, it is a unit of the Marketing and sales function that focuses on

products and services related to Heavy Equipment, Forging-Cast & Railway Equipment. The Marketing & Sales function itself is one of the functions designed to be used as a guide for the preparation of information technology in the form of an IT Master Plan to realize an IT Master Plan that covers all company functions. In making IT Master Plan at Industrial and Manufacturing Company in the Defense and Industrial Business functions uses the framework of the TOGAF Enterprise Architecture (The Open Group Architecture Framework). The choice of the framework uses TOGAF ADM because, in addition to being flexible, iterative and open source, TOGAF ADM itself can meet all the needs of designing an Enterprise Architecture-based IT Master Plan. In this study using TOGAF ADM, by designing Enterprise Architecture in the Preliminary Phase, Business Architecture, Information System Architecture (Application Architecture and Data Architecture), Technology Architecture, Opportunities and Solutions, and Migration Planning by comparing the existing and targeting conditions of Industrial and Manufacturing Company related to the IT Master Plan.

Keywords: Marketing and Sales, HANKAM and Industrial Business Functions, IT Master Plan, Enterprise Architecture, TOGAF ADM