

**ARCHITECTURE INFORMATION SYSTEM DESIGN
AS A REALIZATION OF BUSINESS STRATEGY IN
SME USING TOGAF ADM
(Case study: Snack SME)**

ABSTRACT

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The development of the times is certainly accompanied by increasingly sophisticated technology. And now all actors are competing to take advantage of technological sophistication. This resulted in increasingly fierce competition in the business industry, especially Micro, Small and Medium Enterprises (SMEs). This factor clearly requires SMEs to start a digital revolution through changes made by utilizing technological sophistication to enhance competitiveness among SMEs. In addition, the strategic factor also has an important role for SMEs in increasing competitiveness and developing their businesses. However, not all SMEs have sufficient readiness to face the digital revolution and have the right business strategy. Some of the causes include: Unequal distribution of products, difficulty in estimating subsequent sales accurately and difficulty in obtaining raw materials under certain conditions resulted in disruption of the production process. With this, alignment is needed between business and technology. This can be realized by designing Enterprise Architecture using the TOGAF ADM framework. The results of the Enterprise Architecture design are blueprint information system architecture and business strategies that can be used by SMEs as a reference.

Keywords – SME; Business strategy; Enterprise Architecture; TOGAF ADM