ABSTRACT

Data is a vital company asset because data and information can provide companies with insight into their customers, products, and services. Asset management in a company is an essential activity so that assets can be used optimally and can provide value to the company, including data management which is commonly referred to as data management. It can be seen that a company has a lot of data that comes from various sources within the company. The owned data is stored on different platforms in each department and duplicated or redundant data are often found. In addition, many companies still find data that is problematic, not updated, and inconsistent.

This makes the data architecture so needed by the company, it can be seen that a bad architecture makes it difficult to organize and distribute data for various stakeholders in each business process in the company as a whole. Likewise with decision-making at the executive level. With it, data architecture can help companies get started in terms of implementing the rules, policies, and standards that govern how data is collected. Then, how to transform, distribute and use the data according to the relevance of each stakeholder who has an interest in the data.

This study focuses on guidelines and techniques for assessing architectural data management so that they can be implemented in companies. The Data Management Body of Knowledge (DAMA-DMBOKv2) is the main basis on which this research analyzes the design of the data architecture management process and the Process Assessment Model (PAM) is used as a guideline and the proposed engineering design. a) assessment of the proposed guidelines so that the design can be measured to achieve the ultimate goal of implementation in the company.

Keywords: DAMA-DMBOK, Data Management, Data Architecture Management, Data Governance, Guidelines, Process, Assessment.