

## **ABSTRACT**

# **ANALISIS KUALITAS KEJELASAN BUSINESS ARCHITECTURE MENGGUNAKAN ENTERPRISE ARCHITECTURE MODEL QUALITY FRAMEWORK (EAQF)**

**STUDY CASE : PT TELKOM INDONESIA REGIONAL VI  
KALIMANTAN**

By

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The company's problems in the Marketing and Account Team function have occurred since Telkom, especially the Enterprise Government & Business Unit (EGBIS) began implementing International Financial Reporting Standards (IFRS). The implementation of this audit standard requires a change in the habit of Human Resources at Telkom in managing its corporate customers. Documents that become benchmarks in serving customers are contained in the Subscription Contract and the Minutes of Operation Ready (BASO) which are considered to be very wrong by the Auditor. As a result of these problems, the company can get a loss, because every month there are 27% or about 332 payment transactions that do not use virtual accounts. Based on these problem conditions, it is necessary to design an Enterprise Architecture to be able to align the use of technology with business processes in the company. In addition, it is expected to be able to involve information system technology to automate and digitize subscription contracts. The solution given to the problems faced by telecommunications companies, precisely PT Telkom Indonesia Regional VI Kalimantan, is the Business Architecture Design for the Marketing and Account Team functions using Quality Principle Clarity which has five quality attributes, namely Comprehensibility, Layout Design, Complexity, Documentation and Communication. The solution will produce an existing design and targeting the Marketing and Account Team Function at PT. Telkom Indonesia Regional VI Kalimantan and produce a Blueprint.

*Keywords:* Enterprise Architecture, Business Architecture, Quality Principle Clarity, Blueprint