

ABSTRACT

In this globalization era, every organization, especially SMEs, is faced with increasingly tighter competition and competitiveness. SMEs must take strategic steps in increasing effectiveness and efficiency so that they can maintain the existence and development of their business. The SME Shared service platform is a solution to increase the productivity of SMEs. In supporting Information Technology for SMEs, shared services, create a design framework Enterprise architect. Eating analysis and design of an enterprise architecture with the TOGAF framework. The Open Group Architecture Framework is the best practice of Enterprise Architecture that can be used and has several stages that serve as guidelines in making an Enterprise architecture, including Preliminary, Architecture Vision, Business Architecture, Information System Architecture, Technology Architecture, Opportunities and Solutions, and Migration planning. . This research will discuss the Marketing function of SME Shared Services, which is expected to produce an IT Roadmap and IT Blueprint according to the design of the marking function in shared service SMEs using TOGAF along with the artifacts from each relevant stage in the framework development.

Key words: UKM Shared Service, Marketing, Enterprise Architecture, TOGAF ADM