

ABSTRACT

ANALYSIS AND DESIGN OF DATA GOVERNANCE IN DOMAIN REFERENCE AND MASTER DATA USING DAMA- DMBOKv2 AT THE COMMUNICATION AND INFORMATION DEPARTMENT OF BANDUNG CITY

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Data is an asset that very valuable for companies and organizations because the data serves to make the right decisions to solve the existing problems in the company. Until now, many companies do not understand the importance of data and information to develop activities or processes in the company. To manage company data easily, companies can apply the concept of data governance which exerts influence and control over data management. This problem can be solved by implementing data governance with domain reference and master data. Currently, reference and master data are crucial to managed efficiently to provide optimal value for the company. This study focuses on the analysis and design of reference and master data assessments based on the DAMA-DMBOKv2 guidelines as a framework. The analysis was carried out to determine the existing state of the Communication and Information Department of Bandung City and compare it between the existing conditions and the targeting to be achieved. Then the researchers also gave recommendations to the Communication and Information Department of Bandung City to develop references and master data activities to achieve the desired goals.

Keywords – Data governance, DAMA-DMBOK, Reference, and Master Data, Assessment