

## ABSTRACT

Agile is an iterative software development method for small to medium-sized organizations and the main goals are lower costs, high productivity, and satisfied customers. In the last three years Scrum is still the most popular Agile method. PT XYZ uses one of the Agile methods, Scrum, in its product development. However, PT XYZ cannot fully implement Scrum practices, to see the extent to which the team implements Scrum in accordance with predetermined values, measuring the extent to which the project reaches maturity in internalizing and optimizing Scrum practices. The Scrum Maturity Model (SMM) is an approach used to categorize maturity levels in the context of a process-focused Scrum methodology. The results of the measurement show that the Maturity Level of PT XYZ is still at level 1. In improving the Maturity Level, recommendations are given based on Scrum practices that have not been implemented and prototyping.

**Keywords: Agile, Scrum, Scrum Maturity Model (SMM), Maturity Level, prototyping.**