

ABSTRACT

INSURCO TRANSFORMATION BY DESIGNING IT SERVICE MANAGEMENT USING COBIT 2019 GMO

By

Salma Andini Sujadi

1202194180

This research focuses on designing Information Technology (IT) service management to continue previous research that discusses Information Technology Governance (ITG) mechanisms that affect the success of Digital Transformation (TD). The research was conducted using the Design Science Research (DSR) method and the COBIT 2019 Governance and Management Objectives (GMO) framework with a case study of an insurance company that implements Good Corporate Governance (GCG) principles following the direction of Permen BUMN Number: PER-02-MBU-03-2023 and digital acceleration in the Indonesian Financial Services Sector Master Plan 2021-2025. Data collection and analysis were conducted using semi-structured interviews and document triangulation. Based on the priority analysis based on design factors and the study of the influence of TKTI on TD, three GMOs were obtained, namely DSS05-Managed Security Service, DSS04-Managed Continuity, and APO04-Managed Innovation. Then designing seven GMO components based on the findings of the gap, which is estimated to increase the process from 2,56 to 2,73 adding capability value by 0.17 or 6.64%. This research contributes to the research knowledge base, as well as practical benefits for InsurCo in particular, and the insurance industry in general.

Keywords: Digital Transformation, Design Science Research, IT Service, COBIT 2019 GMO, insurance.