ABSTRACT

In today's digital era, the development of Information Technology (IT) has become an important component for the sustainability and success of companies. IT is used to support productivity, increase efficiency, and improve the quality of services provided to users and customers. However, effective and efficient IT service management is not a simple matter. The main challenge faced by companies is how to ensure that the IT services provided can meet business and user needs, in line with the company's strategic objectives. Therefore, the implementation of proper IT service management is the key to the success of company operations. This research was conducted at Wahana Musik Indonesia (WAMI), a non-profit organization that manages the music copyrights of its members. WAMI, which planned to undertake a technology migration within the last year, is currently facing various challenges in managing IT services, especially in the aspect of Service Request Management. The main problem faced is the limited function of service request management available and the limited features felt by users, so that service request management is considered less than optimal. Service users hope for improvements in features or the addition of new tools that can support efficiency and ease in accessing and using existing IT services. In addition, the current service request process is still fragmented among related units, so that coordination and monitoring of requests cannot be carried out comprehensively and in an integrated manner. To overcome these problems, this study adopts the ITIL V4 framework, which is one of the best international standards in IT Service Management (ITSM). ITIL V4 offers a best practice-based approach to ensure that IT services can be aligned with business needs and provide optimal value to the organization. The purpose of this study is to analyze and identify the existing conditions of IT service management at WAMI, especially in the Service Request Management subdomain, and to design ITIL V4-based improvement solutions that can improve efficiency and service quality. The method used in this study is Design Science Research which focuses on creating and evaluating innovative solutions that are relevant to the problems faced. Data were collected through in-depth interviews with stakeholders at WAMI, internal document analysis, and distributing assessment questionnaires to employees. The

data obtained were then analyzed using gap analysis to identify gaps between current service conditions and expected service conditions according to the ITIL V4 standard. The results of the study indicate that the maturity level of the IT service request management process at WAMI is at level 2 (Repeatable). The process has been running systematically, has not been fully documented properly and consistently. There is no integrated service portal system for end-to-end service request tracking, and performance monitoring based on SLA, KPI, and CSF has not been implemented comprehensively. SLA has not been formally documented so that the measurement of service success, response time, and completion time does not have a standard reference. In addition, there is no monitoring dashboard that can provide a comprehensive picture of service performance, so that service evaluation and improvement are less than optimal. As a contribution, this study produces recommendations for improving IT service management designed using ITIL V4 and prioritized with an impact-effort matrix. These recommendations include Quick Wins initiatives such as building a service request portal, reporting automation, and establishing a RACI role structure, as well as Major Projects such as cross-unit process integration, building a KPI/CSF dashboard, and digitizing service documents. These recommendations are expected to support the transformation of IT services at WAMI in a sustainable manner and in line with the company's strategic objectives, as well as strengthen IT service governance to be more responsive to user needs.

***Keywords**: ITIL V4, Service Request Management, IT Service Management, IT Service Improvement, WAMI.*