

ABSTRACT

Digital transformation has driven various organizations to improve their information technology (IT) service management, including companies in the music industry such as Wahana Music Indonesia (WAMI). As an entity involved in music royalty management, WAMI heavily relies on a reliable IT system to support its daily operations. However, challenges remain, particularly in the area of Problem Management, such as recurring incidents and suboptimal documentation of procedures. This research is motivated by WAMI's need to enhance the quality of its IT services in alignment with business growth and user expectations. The primary objective of this study is to design an improvement strategy for WAMI's Problem Management process using the ITIL V4 framework, specifically within the domain of Service Management Practice. Through this improvement, IT services are expected to become more efficient, measurable, and responsive to arising issues. The research employs the Design Science Research (DSR) methodology, consisting of five key stages: problem identification, gap analysis, solution design, validation, and evaluation. Data were collected through interviews, direct observation, Focus Group Discussions (FGDs), and questionnaires distributed to the IT team and other stakeholders at WAMI. The analysis focused on three critical aspects of IT service management: people, process, and technology. Findings indicate that the current state of Problem Management at WAMI is at an intermediate maturity level. This is reflected in the lack of clearly defined roles and responsibilities, insufficient documentation of policies and standard operating procedures, and the absence of adequate technological tools to support issue tracking and resolution. These issues directly impact the effectiveness and efficiency of incident handling and pose risks to service continuity. To address these gaps, the study presents a series of recommendations categorized into three areas. First, in the people aspect, training programs, clear role definitions, and increased awareness of service procedures are suggested. Second, in terms of process, the development and implementation of policies, procedures, and work instructions aligned with ITIL V4 best practices are required. Third, under the technology aspect, the use of a digital problem tracking system is recommended to facilitate systematic reporting,

tracking, and root cause analysis. These recommendations have been validated through discussions with internal WAMI stakeholders, who agreed that the proposed improvements can be implemented gradually based on the organization's capacity and readiness. With the implementation roadmap outlined in this research, the company can adopt changes in a structured and sustainable manner. In conclusion, the implementation of ITIL V4, particularly in the Service Management Practice domain, has the potential to significantly enhance IT service effectiveness and efficiency through comprehensive improvements across people, process, and technology. This research not only benefits WAMI by improving its service quality but also serves as a reference for other companies seeking to adopt better IT service management practices, especially within the music and distribution sectors.

Keywords: *ITIL V4, Problem Management, Service Management Practice, IT Service Management, Wahana Music Indonesia.*