

ABSTRACT

ENTERPRISE ARCHITECTURE USING TOGAF FOR DIGITAL TRANSFORMATION IN SMALL-MEDIUM ENTERPRISE (SME)

(Study Case: UMKM *Snack Masa Kini*)

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Small Medium Enterprise (SMEs) are one of the independent businesses that have a vital role in improving the economy of a country especially Indonesia. SMEs have very high potential in job vacancy and producing high-quality products. UMKM Snack Masa Kini is a company based on Small Medium Enterprise engaged in culinary business and has become a brand of spicy chips that has become a pioneer in spicy snacks in Bandung, West Java. UMKM Snack Masa Kini was formed in 2010. UMKM Snack Masa Kini already have brand rights from the Ministry of Law and Human Rights on May 30, 2011. UMKM Snack Masa Kini have obtained permission from the Home Industry Food Health Agency (PIRT) and received POM MUI LP to obtain halal certificates. At the beginning of its establishment, the owner of the UMKM Snack Masa Kini does not have a specific strategy regarding its products. The owner only focuses on producing and selling spicy chips as unique and creative as possible. To be able to use optimal functions, you need to design Enterprise Architecture (EA) as a form of SMEs digital transformation.

In designing an Enterprise Architecture will be more effective if it follows a framework. The design of EA in this study uses the TOGAF ADM framework, including the phase of the preliminary phase, Phase A: Architecture Vision, Phase B: Business Architecture, Phase C: Information System Architecture, and Phase D: Technology Architecture.

The results of this EA design are Enterprise Architecture Blueprint of UMKM Snack Masa Kini as Company Specific and Enterprise Architecture Blueprint of SMEs

Industry Specific. The results of the analysis and design that have made are expected to be a guide in the development of digital transformation in SMEs.

Keywords: Small Medium Enterprise, UMKM Snack Masa Kini, Enterprise Architecture, Digital Transformation, TOGAF ADM.