DAFTAR ISI

LEMBAR PENGESAHAN ii
LEMBAR PERNYATAAN ORISINALITAS iii
ABSTRAK iv
ABSTRACT v
KATA PENGANTAR vi
DAFTAR ISI vii
DAFTAR GAMBAR DAN ILUSTRASI xii
DAFTAR TABEL xiv
DAFTAR ISTILAH xvi
DAFTAR SINGKATAN xvii
BAB I PENDAHULUAN 1
I.1 Latar Belakang 1
I.2 Rumusan Masalah 3
I.3 Tujuan Penelitian 3
I.4 Batasan Penelitian 4
I.5 Manfaat Penelitian 4
I.6 Sistematika Penulisan 5
BAB II LANDASAN TEORI 7
II.1 *Enterprise Architecture* 7
II.1.1 *Enterprise* 7
II.1.2 *Architecture* 7
II.2 Framework 8
II.2.1 TOGAF 9
II.2.2 TOGAF ADM 11

II.3 Arsitektur Referensi 13
II.3.1 *Generic Reference Model*....13
II.3.2 Asosiasi Industri Pariwisata 14
II.3.3 Lingkup Dukungan TI pada Industri Pariwisata 17
II.3.4 Model Arsitektur pada Industri Pariwisata 18
II.3.5 Arsitektur Referensi Fungsi Pemasaran 20
II.3.6 Arsitektur Referensi Fungsi *Customer Relationship Management* (CRM) 23
II.3.7 Kriteria Enterprise Architecture pada Fungsi Pemasaran dan CRM di Industri Pariwisata....25
BAB III METODOLOGI PENELITIAN 28
III.1 Model Konseptual 28
III.2 Sistematika Penulisan....29
BAB IV PENGUMPULAN DATA DAN IDENTIFIKASI *ENTERPRISE ARCHITECTURE* EKSISTING....33
IV.1 Pengolahan Data....33
IV.1.1 Ruang Lingkup....33
IV.1.2 Kebutuhan Data....33
IV.2 Metode Pengumpulan Data 35
IV.3 Latar Belakang Perum Perhutani Unit III....36
IV.4 Identifikasi Kondisi Eksisting Bisnis 39
IV.4.1 *Business Model Canvas* 39
IV.4.2 Proses Bisnis Fungsi Pemasaran 42
IV.4.3 Proses Bisnis Fungsi CRM 51
IV.5 Identifikasi Kondisi Eksisting Data....54
IV.6 Identifikasi Kondisi Eksisting Aplikasi....55
IV.7 Identifikasi Kondisi Eksisting Teknologi....56

BAB V RANCANGAN *ENTERPRISE ARCHITECTURE* PERUM PERHUTANI UNIT III 57
V.1 Fase *Preliminary* 57
V.2 Fase *Architecture Vision* 59
V.2.1 *Stakeholder Map Matrix* 59
V.2.2 *Value Chain Diagram* 64
V.2.3 *Business Model Canvas* 66
V.2.4 *Solution Concept Diagram* 68
V.2.5 *Business Scenario* 69
V.3 Fase *Business Architecture* 76
V.3.1 *Drivers/Goals/Objective Catalog* 76
V.3.2 *Objective Requirement Diagram* 77
V.3.3 *Requirement Catalog Business Architecture* 78
V.3.4 *Business Footprint Diagram* 79
V.3.5 *Business Interaction Matrix* 80
V.3.6 *Actor/Role Matrix* 84
V.3.7 *Process Flow Diagram* 88
V.4 Fase *Information Systems Architecture*: *Data Architecture* 104
V.4.1 *Requirement Catalog Data Architecture* 104
V.4.2 *Data Entity/Data Component Dialog* 105
V.4.3 *Data Entity/Business Function Matrix* 112
V.4.4 *Entity Relationship Diagram* 115
V.4.5 *Data Dissemination Diagram* 119
V.5 Fase *Information Systems Architecture*: *Application Architecture* 121
V.5.1 *Requirement Catalog Application Architecture* 121
V.5.2 *Application Portfolio Catalog* 122

V.5.3 *Application/Data Matrix* 124
V.5.4 *Application/Organization Matrix* 125
V.5.5 *Application/Function Matrix* 129
V.5.6 *Application Interaction Matrix* 130
V.5.7 *Interface Catalog* 130
V.5.8 *Application Communication Diagram* 132
V.5.9 *Application Use Case Diagram* 133
V.5.10 *Integration Application* 137
V.6 Fase *Technology Architecture* 138
V.6.1 *Requirement Catalog Technology Architecture* 138
V.6.2 *Technology Standard Catalog* 139
V.6.3 *System Technology Matrix* 144
V.6.4 *Environment and Location Diagram* 145
V.7 Perform *Gap Analysis* 147
V.7.1 *Gap Analysis Business Architecture* 147
V.7.2 *Gap Analysis Information System Architecture* 150
V.7.3 *Gap Analysis Technology Architecture* 153
V.8 Fase *Opportunities and Solution* 155
V.8.1 Identifikasi Inisiatif Strategi dan *Benefit* Berdasarkan Sasaran Perusahaan dan Solusi. 157
V.8.2 *Benefit Diagram* 162
V.9 Fase *Migration Planning* 163
V.9.1 Identifikasi *Dependencies* 163
V.9.2 Analisis Kelayakan Berdasarkan *Benefit/Effort Matrix* 165
V.9.3 *Roadmap* 167
BAB VI KESIMPULAN DAN SARAN 171

VI.1 Kesimpulan.....171
VI.2 Saran.....174
DAFTAR PUSTAKA.....175
LAMPIRAN.....177