

ABSTRACT

DESAIN INFORMATION TECHNOLOGY GOVERNANCE ON MARKETPLACE BUSINESS TO BUSINESS SERVICES USING COBIT 5 FRAMEWORK DOMAIN ALIGN, PLAN, AND ORGANIZE (APO) (Study Case : CV Kabita Informatika)

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CV Kabita Informatika is a company engaged in the field of dropship suppliers, which has a product called bandros.co.id. The company is engaged as one of the actors in the creative industry that conducts project procurement activities based on customer needs. Bandros.co.id is the best dropship supplier based in Bandung, which has a mission to improve the quality of SMEs in Indonesia via the Internet. Therefore it is necessary to prepare the Governance as a guideline to implement good governance in order to align with the strategic objectives of the company.

Based on the results of interviews and questionnaires, it is known that there is no job description on the organizational structure of IT, there is no policy and SOP governing the process of governance of IT management because the policies and SOPs that exist today are more product-oriented ie bandros.

Therefore it is necessary to design the information technology governance in CV Kabita Informatika so that the implementation of information technology governance practices in the company can be implemented so that it can create the optimization of IT assets in the company.

The design of information technology governance in CV Kabita Informatika is done using a COBIT 5 framework that refers to the existing seven enablers. The

focus of this study was conducted on the domain Align, Plan, Organize (APO). The research was conducted by identifying the seven enabler conditions in the company with the ideal seven enabler conditions on COBIT 5.

The result of this research is recommendation of document design, so it is expected that the design of information technology governance can be applied to CV Kabita Informatika in carrying out information technology governance practice.

Keywords: COBIT 5, information technology governance, seven enablers, APO