ABSTRACT

Master data management (MDM) is a process whereby companies integrate data from multiple sources to provide unified data views. Realistically, MDM consolidates data data from various sources into the master Reference file. One of the reasons is uncontrolled Reference data which input is still done manually or the existence of duplicated data so there are many dirty data. the focus of this research is to apply Reference and Master data correctly so that the risk risks previously experienced can be addressed appropriately. one of the most common problems encountered is often the occurrence of data redundancy associated with customer transactions when the customer data recording checks month, this is of course disrupt the activities of the company what else if one transaction is counted twice, therefore from the Master data management (MDM) is expected to provide solutions to problems related to data primarily on the problem of data redundancy.

Policies and procedures related to Master data governance in PT. Kereta Api Indonesia is considered not in accordance with the current corporate culture reinforced by the absence of policies and procedures related to governance of Master data so that required the design of information technology governance in the company so that it can be implemented to improve company performance. This design uses DAMA-DMBOK manual Data Management Body of Knowledge 2nd Edition. DAMA-DMBOK Data Management Body of Knowledge 2nd Edition is a guide that is used to design data governance related Reference and Master data at PT. Kereta Api Indonesia.

The purpose of this study is to determine the important role of data governance and assist in managing data governance at the company PT. Kereta Api Indonesia as well as measuring the level of risk associated with data, the main focus of this research is to provide solutions related to Reference and Master data. This research will produce recommendations in the form of People, Process, and Technology.