

ABSTRACT

ENTERPRISE ARCHITECTURE DESIGN IN INFORMATION TECHNOLOGY SERVICE MANAGEMENT PROCESS STAGE OF SERVICE DESIGN USING TOGAF 9.1 ADM REFERRED TO ITILV3 PT PEGADAIAN

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The increasingly massive development of Information Technology (IT) has encouraged the industry to be more adaptive in seeing market opportunities. Today's IT application has become a major requirement for the industry in order to continuously improve performance in providing excellent service and producing competitive products. Various technological innovations have now had a major impact on the development of all industrial sectors, including the financial services industry sector. This kind of phenomenon is often referred to as disruptive technological innovation which is also defined as disruptive technological innovation. The emergence of new players in the financial services sector whose product substance is financial technology (fintech) is one of the impacts of disruptive technological innovation.

The dynamics of business and organizational needs for the entry of disruptive technology innovation actors are also being felt by PT Pegadaian. Companies are required to immediately carry out business transformation towards financial digitalization in order to be able to survive amid increasingly fierce competition in the financial industry. In addition, in business transformation, it is necessary to pay attention to company principles such as Good Corporate Governance (GCG) and IT governance so that it can provide optimal results and succeed in bringing PT Pegadaian to transform into a digital financial services company.

Enterprise Architecture (EA) is a strategy to align business and IT organizations in a coherent manner. EA explains how to model the organization's business, data, information, applications, and technology, while ITSM provides guidance in designing processes related to the delivery and support of organizational IT services. In this study, an architectural design methodology was used using the TOGAF 9.1 ADM framework which was limited only to the planning phase

(preliminary) to Phase F: Migration Planning. In designing this architecture also uses ITILV3 as a reference for the analysis of the suitability between stakeholders, processes, data, and infrastructure in the IT service management process at the Service Design stage with the policies or operational procedures that the company is running so that it can find out the condition of the baseline architecture and design the targeting architecture at the core. layer (business, data, application, technology).

This research will also produce an IT roadmap that describes the targeting architecture at the core layer that can be used as a guide for PT Pegadaian in carrying out architectural designs for business transformation to digital finance in response to business and organizational dynamics while maintaining commitment to the principles of GCG and governance. manage IT optimally.

Keywords: disruptive innovation, fintech, GCG, enterprise architecture, TOGAF ADM, ITILV3, road map