

ABSTRACT

ARCHITECTURE INFORMATION SYSTEM DESIGN USING TOGAF ADM FOR UMKM AS A REALIZATION OF BUSINESS STRATEGY

(Case Study: Cilok Pasundan)

By

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Based on data from the Ministry of Cooperatives and MSMEs in 2014, there were around 57.8 million MSME actors in Indonesia in 2017 and in the next few years it is estimated that the number of MSME actors will continue to grow. SMEs have an important and strategic role in the development of the national economy. In addition to their role in economic development and employment, MSMEs also play a role in the development of the distribution of results. Data from the Central Statistics Agency shows that after the 1997-1998 economic crisis the number of MSMEs did not decrease, MSMEs increased, even absorbing 85 million to 107 million workers until 2012. In that year, the number of employers in Indonesia was 56,539,560 units. Of this number, MSMEs occupy 56,534,592 units or as much as 99.99%, the remainder around 0.01% or 4,968 units are large entrepreneurs. The influence and role of IT on human life is very important. The development of information technology is now developing along with the progress of human development. Information technology is widely used by most people who see business opportunities from the development of these technologies, such as online business. However, the level of IT implementation in MSMEs is still very low due to several problems such as individual characteristics, technological characteristics, company context, environmental context, and the capability of the resources that MSME has. In Indonesia more often access social networks such as Facebook, Twitter and other social networks as many as 87.4 percent. Digital marketing is considered able to help implement IT in MSMEs. To be able to take full advantage of the role of technology, it is necessary to design an enterprise architecture. The design of EA in this study uses the TOGAF approach because it is valued according to the needs of MSMEs that define the business domain, data, applications, and technology.

Key Words : UMKM, *Digital Marketing*, *Enterprise Architecture*, TOGA