

ABSTRACT

ANALYSIS OF ENTERPRISE ARCHITECTURE DESIGN ON THE MARKETING FUNCTION OF JAWA POST NEWSPAPERS USING TOGAF ADM

By

ADHITYO RIZKI NUGROHO

NIM : 1106130157

Jawa pos is a daily newspaper based in Surabaya, East Java. Jawa Pos is the largest daily in East Java, and is one of the largest daily newspapers in Indonesia. The circulation of Jawa Pos is spread throughout East Java, Bali and parts of Central Java and in Yogyakarta. Jawa Pos claims to be "National Daily published from Surabaya". The business process in Jawa Pos is very complex. However, the whole process has not been integrated with the use of Information technology, so the author offers Java Pos to use an information system, so that Jawa Pos can compete with other companies, so the company architecture design offered for Newspaper Marketing Function in Jawa Pos is using TOGAF ADM. One way to harmonize it requires an information system architecture design (company architecture) with a framework for making the right long-term information system design. Therefore the author chose to use the framework of the Open Architecture Group or hereinafter abbreviated as TOGAF with the method of architectural development method or hereinafter referred to as ADM. Based on the results of the EA design on the marketing function of the Jawa Pos newspaper, it produces artifacts in the form of Matrix, Diagram and also Catalog. For the results in this Designer, due to time constraints so that the phase is only done up to technology architecture, which EA design proposal can be considered as a reference in corporate IT planning and design.

Keywords: TOGAF ADM, Newspaper Marketing Function, Jawa Pos