

ABSTRACT

With the enactment of a free market in Indonesia, competition in the business industry is getting tougher. This encourages business people to carry out a digital transformation. In the transition to digital transformation, it is necessary to implement an Enterprise Architecture that will maximize enterprise resources, IT investment, and system development activities to achieve the goal. In this case, Enterprise Architecture will help MSMEs carry out a digital transformation for MSMEs to compete with existing competitors. However, implementing digital transformation in MSMEs is not easy. The existing constraints are related to human resource factors, cultural traditions, employee resistance to change, lack of knowledge and good practices, lack of a clear business strategy, and business processes that are less focused on customer needs. Therefore, we need an Enterprise Architecture that will align the MSME business side with IT. With the existence of IT, all MSME resources and businesses have the same orientation that focuses on customer needs. The final result of this research is an IT Roadmap design as a reference for companies in technology development and a Blueprint Enterprise Architecture design as an overview of project proposals to support business strategies for Noi Bakso SMEs. This study uses the TOGAF ADM framework in the preliminary phase, Phase A: Architecture Vision, Phase B: Business Architecture, Phase C: Information System Architecture, Phase D: Technology Architecture, Phase E: Opportunities and Solutions, and Migration Planning.

Keywords: Medium, Small, Medium, Enterprise (MSME), Enterprise Architecture, Information Technology, TOGAF ADM.