

ABSTRACT

ANALYSIS OF DESIGN OF IMPLEMENTATION GUIDELINES AND ASSESSMENT TECHNIQUES OF DATA GOVERNANCE MANAGEMENT BASED ON DAMA-DMBOKv2 AND PROCESS ASSESSMENT MODEL

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Data is essential for a company and can be considered a precious asset, especially for companies that partially use Information Technology. Data is a vital company asset, so that poor data management can impact the poor structure or management of company or organization data. Poor data management can also cause damage to the quality of data and affect the decline in company performance. All that problems can be solved by implementing data governance. Data governance is vital in a company or organization to ensure that data can be managed and maintained as well as possible and in accordance with established policies and practices. Data governance is considered a process of authorization and control over the management of data assets, including planning, monitoring, and implementation. It can provide data standardization, both systematically, management, integrated, policies, and risk events that can occur with accurate, complete, reliable, and real-time data. This research focuses on analyzing the process of making guidelines and data governance assessment techniques that can be applied in a company. The application and assessment of data governance techniques can facilitate companies in increasing effective and structured data assets. The Data Management Body of Knowledge (DAMA-DMBOKv2) is the primary basis used in the design of data governance guidelines, and the assessment technique used is the Process Assessment Model (PAM). The design guidelines that are already made require an assessment technique in order to determine how well the process has been defined and can be relied upon to be applied to the company.

Keyword – *Data Governance, DAMA-DMBOKv2, Framework, Process, techniques, Evaluation*