ABSTRACT

USING COBIT 2019 SME FOCUS AREA TO DESIGN THE IT GOVERNANCE FOR BPRDCO SME DIGITAL TRANSFORMATION

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In recent decades, globalization has increasingly pressured businesses to adapt by improving integration efficiency through digital processes. This significant change has increased the importance of Digital Transformation (DT), especially for incumbent companies to stay relevant. IT Governance (ITG) plays an important role in digital initiatives in organizations. Previous research shows the importance of traditional and agile hybrid ITG for large-scale banks using the COBIT 2019 framework that focuses on IT services, information security, and DevOps. However, this approach has not proven its relevance for small-scale companies. Therefore, this research aims to compile and design recommendations for prioritized TKTI solutions for SMEs and estimate the improvement of their maturity level capabilities to support TD success. This research was conducted using 5 stages of Design Science Research (DSR), namely problem identification, requirement specification, design and development, demonstration, and evaluation. Data collection and analysis were conducted through semi-structured interviews and document triangulation, then analyzed using the COBIT 2019 framework with the Small-Medium Enterprise focus area in the case study of Bank Perekonomian Rakyat (BPR) *company. Based on the prioritization analysis of COBIT 2019 design factors and previous research, three IT Governance and Management (ITGM) objectives were obtained, namely APO12 Managed Risk, APO13 Managed Security, and MEA03 Managed Compliance with External Requirements with an average capability maturity level of 3,17. Based on the gap findings, 13 essential solutions to the seven ITG components were recommended and designed. These recommendations are then compiled into an implementation roadmap as a priority reference that is expected to increase BPRDCo capability to 3,86 if implemented properly. This research contributes to the ITG knowledge base for TD at the SME level and provides practical implications for the management of similar organizations.*

Keywords: Digital Transformation, Design Science Research, IT Governance, COBIT 2019 SME Focus Area, SME.