

ABSTRACT

The rapid development of information technology requires companies to adopt a systematic approach in designing enterprise architecture to align with their business strategies. PT Media Lintas Data, a fast-growing internet service provider currently undergoing digital transformation, has not yet implemented an Enterprise Architecture (EA) design that fully supports its marketing function. This study aims to analyze and design EA at PT Media Lintas Data using the TOGAF Architecture Development Method (ADM) version 9.2, with a focus on the marketing function. The company faces challenges in aligning its marketing strategy with technological support, such as unintegrated campaign execution, scattered customer data, and manual performance reporting. Using TOGAF ADM 9.2, this research develops an architectural model that supports campaign effectiveness, customer data integration, and data-driven decision-making. The research methodology follows the phases of TOGAF ADM, starting from the Preliminary Phase to the Technology Architecture phase. The result of this study is a blueprint architecture covering Business Architecture, Application Architecture, Data Architecture, and Technology Architecture, tailored to the needs of the marketing division. This EA design is expected to help PT Media Lintas Data improve the efficiency of its marketing activities, system integration, and support the achievement of its long-term vision and mission.

Keywords: Enterprise Architecture, TOGAF ADM 9.2, Marketing, PT Media Lintas Data, Information Systems.