

ABSTRAK

Ilhan. 2026. Desain Arsitektur Business Manajemen Layanan Digital Pemerintah pada Dinas Komunikasi dan Informatika. Program Studi Sistem Informasi, FT, Universitas PGRI Madiun. Pembimbing (I) Mei Lenawati, S.Kom., M.Kom. (II) Hani Atun Mumtahana, S.Kom., M.Kom.

Transformasi menuju Pemerintah Digital Indonesia (PEMDI) menuntut instansi pemerintah untuk memiliki pengelolaan layanan digital yang terintegrasi dan selaras dengan proses bisnis organisasi. Dinas Komunikasi dan Informatika Kabupaten Magetan telah menyediakan layanan pendaftaran email dan domain kedinasan bagi seluruh Organisasi Perangkat Daerah (OPD). Namun, layanan tersebut masih berpedoman pada prosedur operasional sehingga belum memiliki *Business Architecture* yang mampu menggambarkan keterkaitan antara proses bisnis, aktor, data, dan layanan secara menyeluruh sebagai dasar pengembangan layanan digital. Penelitian ini bertujuan merancang *Business Architecture* manajemen layanan pendaftaran email dan domain menggunakan *framework* TOGAF ADM sebagai rekomendasi pengembangan layanan digital pemerintah.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. *Framework* TOGAF ADM diterapkan dengan batasan pada fase *Preliminary Phase*, *Architecture Vision*, dan *Business Architecture*. Pengumpulan data dilakukan melalui studi dokumentasi terhadap Standar Pelayanan Pendaftaran Email dan Domain, dokumen organisasi, serta studi literatur yang relevan. Analisis dilakukan menggunakan *Value Chain*, SWOT, *Gap analysis*, dan pemodelan proses bisnis menggunakan Business Process Model and Notation (BPMN).

Hasil penelitian menghasilkan rekomendasi *Business Architecture* yang menggambarkan proses bisnis usulan (To-Be), layanan bisnis, fungsi bisnis, aturan bisnis, serta hubungan antarproses dalam pengelolaan layanan pendaftaran email dan domain. *Business Architecture* yang dihasilkan kemudian menjadi dasar dalam penyusunan rekomendasi arsitektur aplikasi berupa *wireframe* antarmuka, alur proses, Entity Relationship Diagram (ERD), struktur data, dan rancangan keluaran sistem sebagai representasi konseptual implementasi proses bisnis usulan. Hasil penelitian diharapkan dapat menjadi acuan bagi Dinas Komunikasi dan Informatika Kabupaten Magetan dalam mengembangkan manajemen layanan digital yang lebih terstruktur, terintegrasi, dan mendukung implementasi Pemerintah Digital Indonesia (PEMDI).

Kata Kunci: *Business Architecture*, TOGAF ADM, Manajemen Layanan Digital, Pemerintah Digital Indonesia, BPMN.

ABSTRACT

Ilhan. 2026. Architectural Design of Government Digital Service Management at the Department of Communication and Information Technology. Information Systems Study Program, Faculty of Engineering, PGRI University of Madiun. Advisors: (I) Mei Lenawati, S.Kom., M.Kom.; (II) Hani Atun Mumtahana, S.Kom., M.Kom.

The transformation toward an Indonesian Digital Government (PEMDI) requires government agencies to manage digital services in a way that is integrated and aligned with organizational business processes. The Communication and Informatics Agency of Magetan Regency has provided official email and domain registration services for all Regional Apparatus Organizations (OPD). However, these services currently rely on operational procedures and lack a Business Architecture capable of comprehensively illustrating the interrelationships between business processes, actors, data, and services—elements essential for digital service development. This study aims to design a Business Architecture for email and domain registration service management using the TOGAF ADM framework, serving as a recommendation for government digital service development.

This study employs a qualitative research method with a descriptive approach. The TOGAF ADM framework is applied, specifically focusing on the Preliminary Phase, Architecture Vision, and Business Architecture phases. Data collection involved reviewing the Email and Domain Registration Service Standards and organizational documents, alongside a relevant literature review. Analysis was conducted using Value Chain analysis, SWOT analysis, Gap analysis, and business process modeling via Business Process Model and Notation (BPMN).

The study yields a recommended Business Architecture that outlines the proposed (To-Be) business processes, business services, business functions, business rules, and inter-process relationships regarding email and domain registration service management. The resulting Business Architecture serves as the foundation for developing application architecture recommendations—including interface wireframes, process flows, Entity Relationship Diagrams (ERD), data structures, and system output designs—acting as a conceptual representation of the proposed business process implementation. The findings are expected to serve as a reference for the Communication and Informatics Agency of Magetan Regency in developing digital service management that is more structured and integrated, thereby supporting the implementation of the Indonesian Digital Government (PEMDI).

Keywords: Business Architecture, TOGAF ADM, Digital Service Management, Indonesian Digital Government, BPMN.