



# Zenius Education

## Kelompok 4 - Arsitektur Informasi B

5027201001 - Najwa Amelia Qorry 'Aina

5027201012 - Naftali Salsabila Kanaya Putri

5027201044 - Fatchia Farhan

## • Zenius

**PT Zona Edukasi Nusantara (Zenius Education)** adalah perusahaan pendidikan berbasis teknologi asal Indonesia yang menyediakan layanan akses pendidikan dalam format video berbahasa Indonesia disajikan secara online melalui website ([zenius.net](https://zenius.net)) dan aplikasi ponsel. Hingga Desember 2020, Zenius memiliki lebih dari 16 juta pengguna.

Zenius hadir sebagai bentuk revolusi pendidikan di Indonesia dengan mengedepankan cara berpikir kritis, logis, rasional, dan pengetahuan sains yang terintegrasi dengan teknologi untuk semua pelajar Indonesia. Zenius bercita-cita mencetak generasi Indonesia yang memahami ilmu pengetahuan dan cinta belajar, ketimbang menjadi generasi penghafal.





### Principle Catalog

Tahap untuk mempersiapkan perencanaan arsitektur enterprise

### Stakeholder Map Matrix

Mengidentifikasi pemangku kepentingan dalam keterlibatan arsitektur enterprise.

### Value Chain Diagram

Pandangan sistematis serangkaian kegiatan yang dilakukan perusahaan untuk memuaskan customer.

### Solution Concept Diagram

Menggambarkan konsep usulan untuk menampilkan solusi yang diharapkan perusahaan.

## Preliminary Phase

## Architecture Vision





# Preliminary Phase Principle Catalog

No	Arsitektur	Prinsip
1	Bisnis Arsitektur	Material equipment
		Learning video quality
		Price affordability
		Mentor competence
		Legal compliance
2	Data Arsitektur	Accessible data
		Accurate data
		Data is an asset
		Database backup
		Centralized data management
3	Aplikasi Arsitektur	Easy to use app
		Application flexibility
		App upgrades
		App integration
		App access rights
4	Teknologi Arsitektur	Availability
		Portability
		Technology infrastructure security



# Architecture Vision Stakeholder Map Matrix

Stakeholder	Key Concern	Class	Artifacts
CEO	Every program that is run in every department within Zenius can be well organized and integrated.	Keep Satisfied	Value Chain Diagram, Functional Decomposition Diagram
	Manage business activities in the application so that they can be carried out effectively and efficiently but still produce quality end results.		
CFO	Manage the flow of funds or cash flow within the company	Keep Satisfied	Business Footprint Diagram



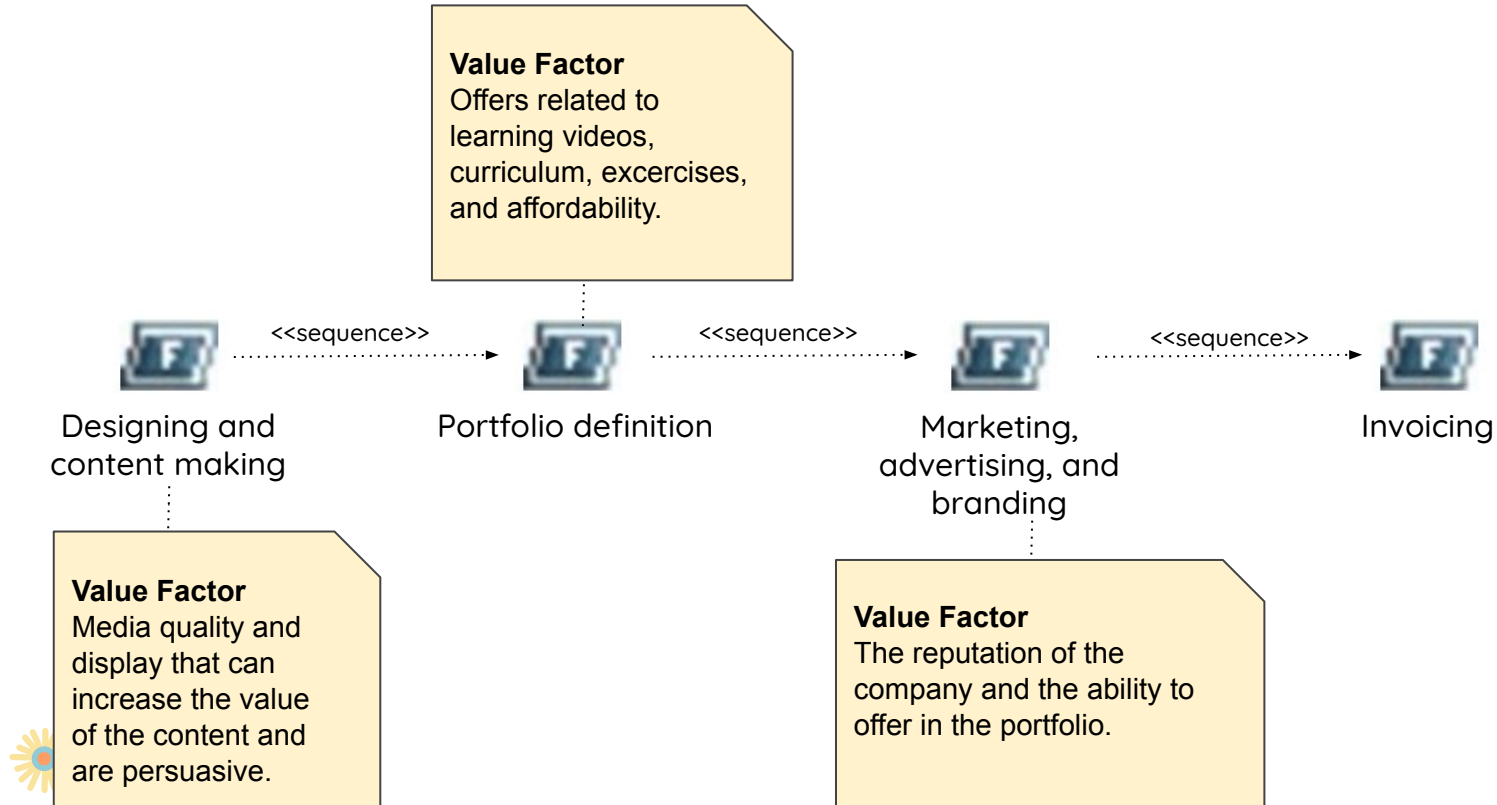
# Architecture Vision Stakeholder Map Matrix

Stakeholder	Key Concern	Class	Artifacts
Educator	The accuracy and suitability of the material with the needs of users referring to the government curriculum and the application of cognitive load theory in teaching	Key Players	Process/Event/Control/Product Catalog, Actor Catalog
	Set up modern learning techniques and in accordance with the times		
Content Production & Branding	Social Media Strategies	Keep Informed	Goal/Objective/Service Diagram, Process/Event/Control/Product Catalog
	Multimedia Production		
IT	UI/UX	Key Players	Business Service/Information Diagram
	Web Development		
	Data Warehousing & Analysis		

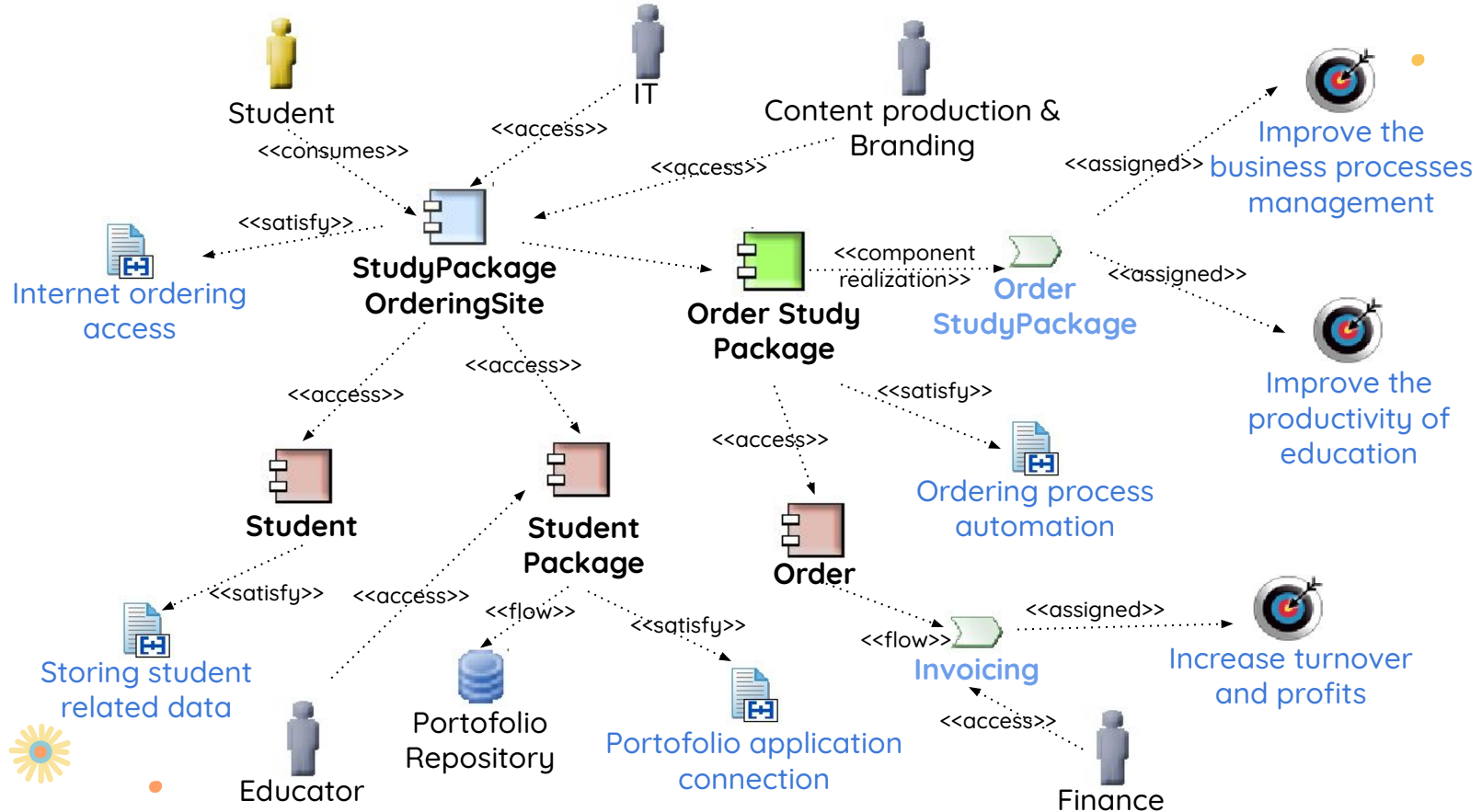


# Architecture Vision

## Value Chain Diagram



# \* Architecture Vision Solution Concept Diagram







Organization/Actor Catalog

Driver/Goal/Objective Catalog

Business Service/Function Catalog

Location Catalog

Process/Event/Control/Product Catalog

# Business Architecture (Catalog)





Business Dictionary

Business Entity Diagram

Actor Organization Diagram

Actor Catalog

Location Organization Diagram

Location Diagram



# Business Architecture



Business Footprint Diagram

Functional Decomposition Diagram

Product Lifecycle Diagram

# Business Architecture

(Core Diagram)





Goal/Objective/Service Diagram

Business Use-Case Diagram

Organization Decomposition Diagram

Organization Decomposition Diagram -  
Flow

Organization Decomposition Diagram -  
Role

Process Flow Diagram

**Business  
Architecture**  
(Extension  
Diagram)



# Business Architecture Organization/Actor Catalog

Organization	Actor
Board	CEO
	General Manager
Finance	CFO
	Administration Staff
HR Department	HR Head
	Recruitment Manager
	Training & Development Manager
Educator Department	Educator Manager
	Employee
IT Department	Project Manager
	Development Manager
	Programmer
Content Production & Branding Department	Content & Multimedia Manager
	Social Media Manager
	Employee
	Student



# Business Architecture Driver/Goal/Objective Catalog

Organization	Driver	Goal	Objective
HR Department	Manajemen kinerja dan produktivitas karyawan	Peningkatan kualitas SDM dalam rangka menciptakan lingkungan kerja Zenius yang produktif dan sehat.	Pengadaan training dan development SDM Zenius dua kali dalam 1 bulan untuk meningkatkan kualitas SDM Zenius hingga 30%.
Educator Department	Metode mengajar modern	Menghasilkan materi pembelajaran terbaik dengan teknik mengajar modern dan sesuai dengan kebutuhan siswa saat ini.	Meningkatkan produktivitas pendidikan dan pembelajaran dengan pemanfaatan teknologi hingga 20%.
IT Department	Inovasi Teknologi, <i>Service desk</i> yang unggul	Menghasilkan lingkungan Zenius yang modern dengan mengikuti tren teknologi dan memberikan servis IT terbaik.	Meningkatkan servis dan penerapan IT dalam bisnis melalui maintenance dan upgrading IT mengikuti perkembangan jaman setiap tahunnya.
Content Production & Branding Department	Persuasif konten, Paket belajar yang terjangkau	Menjadi platform pembelajaran online nomor 1 di Indonesia.	Meningkatkan manajemen produksi dan proses bisnis Zenius hingga 30% hingga tahun ajaran baru.





# Business Architecture

## Business Service/Function Catalog

Function	Business Service
Customer Service	Layanan setelah pembelian.
	Melayani customer apabila ada kendala saat menjalankan aktivitas dalam Zenius.
	Survei mengenai kepuasan pengguna.
Brand Ambassador	Menjelaskan kelebihan saat berlangganan Zenius.
	Memberi contoh pengalaman positif saat memakai Zenius.
Advertisement, Poster, and Home Page	Memberikan konten mengenai penjelasan lengkap aplikasi Zenius.
	Memberikan penjelasan lengkap kepada customer mengenai fitur dan paket pembelajaran dalam Zenius.





# Business Architecture Location Catalog

Location	Organization Unit	Internal Actor
PT Zona Edukasi Nusantara  Graha Aktiva, Ground Floor Jalan HR Rasuna Said Kav. 03 East Kuningan, Setiabudi South Jakarta 12950 Indonesia	Board	CEO
		General Manager
	Finance	CFO
		Administration Staff
	HR Department	HR Head
		Recruitment Manager
		Training & Development Manager
	Educator Department	Educator Manager
		Employee
	IT Department	Project Manager
		Development Manager
		Programmer
	Content Production & Branding Department	Content & Multimedia Manager
		Social Media Manager
		Employee





# Business Architecture

## Process/Event/Control/ Product Catalog

Process	Event (Input)	Control (Precondition)	Product
Penyusunan materi siswa	Hasil riset terhadap kebutuhan siswa dan kurikulum pemerintah	Pembaharuan dan pengembangan materi	Materi baru
Perancangan paket pembelajaran	Hasil riset terhadap rerata kesanggupan membayar dan kebutuhan siswa.	Pembaharuan paket pembelajaran	Paket pembelajaran baru
Pengelolaan arus kas perusahaan	Catatan arus kas perusahaan	Pembaruan catatan keuangan	Catatan keuangan yang terupdate
Penyeleksian sumber daya yang kompeten	Hasil seleksi dan berkas pendaftaran dari calon stakeholder perusahaan	Perubahan dan pembaruan strukur perusahaan	Struktur dan formatur perusahaan yang baru

# Business Architecture

## Process/Event/Control/ Product Catalog

Process	Event (Input)	Control (Precondition)	Product
Penyusunan metode pembelajaran	Hasil riset habit belajar siswa	Evaluasi metode pembelajaran dan penyampaian materi	Metode pembelajaran materi yang lebih efektif dan relevan dengan habit belajar siswa
Pembentukan konsep pemasaran dan branding melalui sosial media	Hasil riset dan pemantauan aktivitas sosial media serta masukan-masukan sebagai penunjang inovasi	Evaluasi strategi pemasaran dan branding melalui sosial media	Strategi pemasaran dan branding yang lebih efektif, meluas dan tepat sasaran
Pengembangan tampilan tatap muka aplikasi dan pengalaman pengguna	Hasil riset dan pemantauan habit penggunaan dari pengguna	Pembaharuan tampilan tatap muka aplikasi dan laman web	Tampilan tatap muka yang lebih indah dan penggunaan aplikasi dengan pengalaman pengguna yang lebih nyaman



# Business Architecture

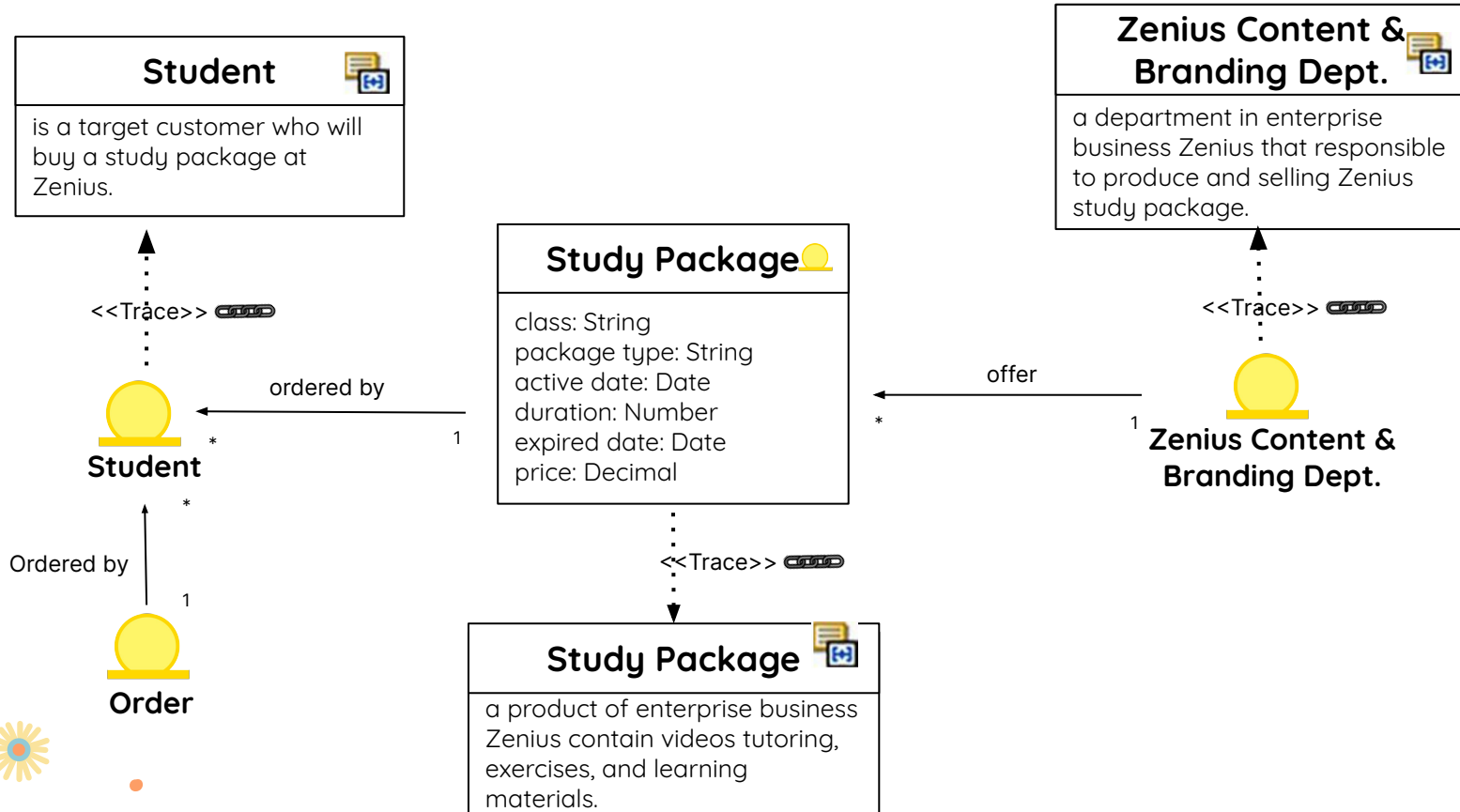
## Business Dictionary

Student	is a target customer who will buy a study package at Zenius.
Study Package	a product of enterprise business Zenius contain videos tutoring, exercises, and learning materials.
Zenius Content & Branding Dept.	a department in enterprise business Zenius that responsible to produce and selling Zenius study package.



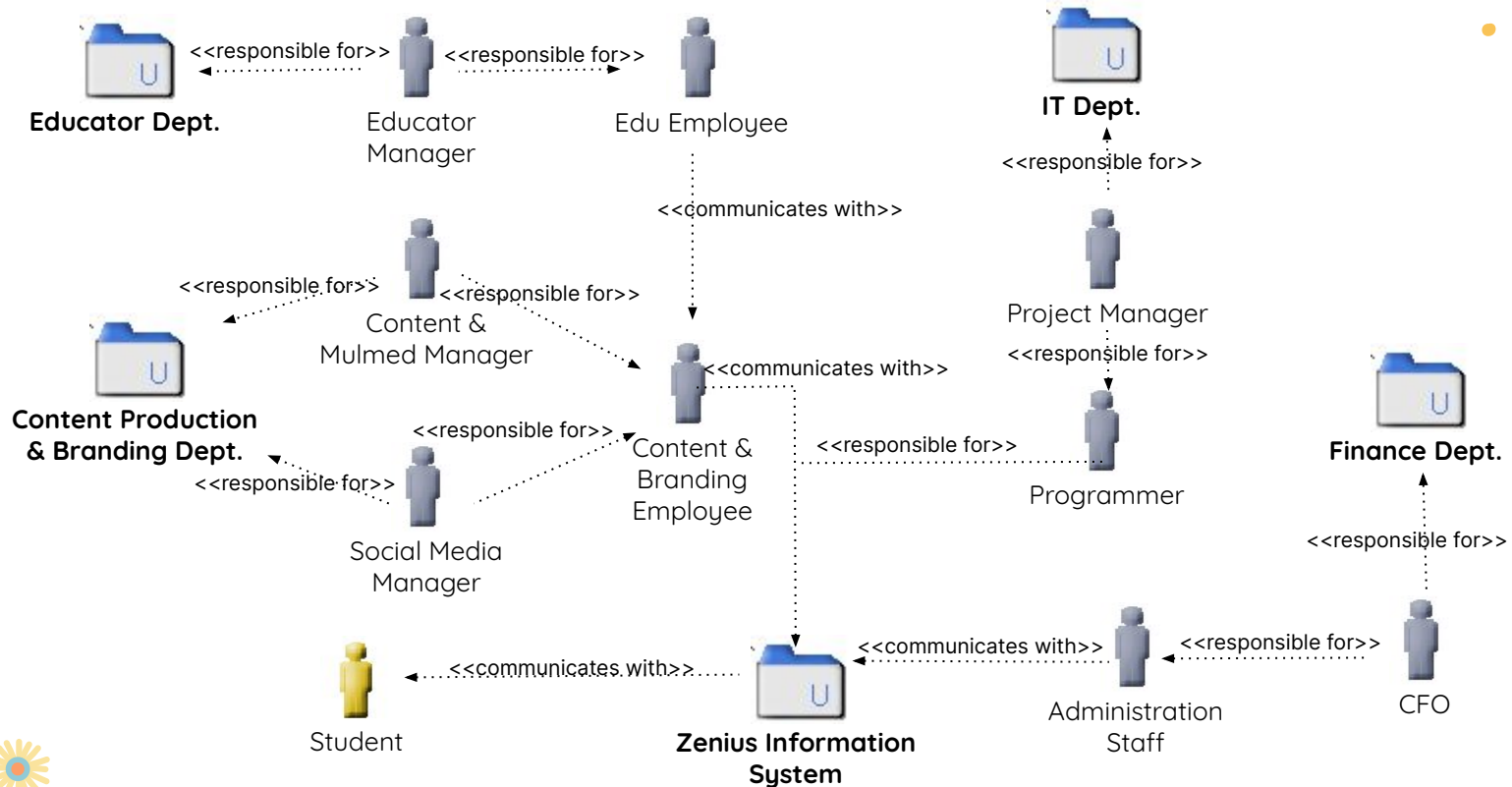
# Business Architecture

## Business Entity Diagram



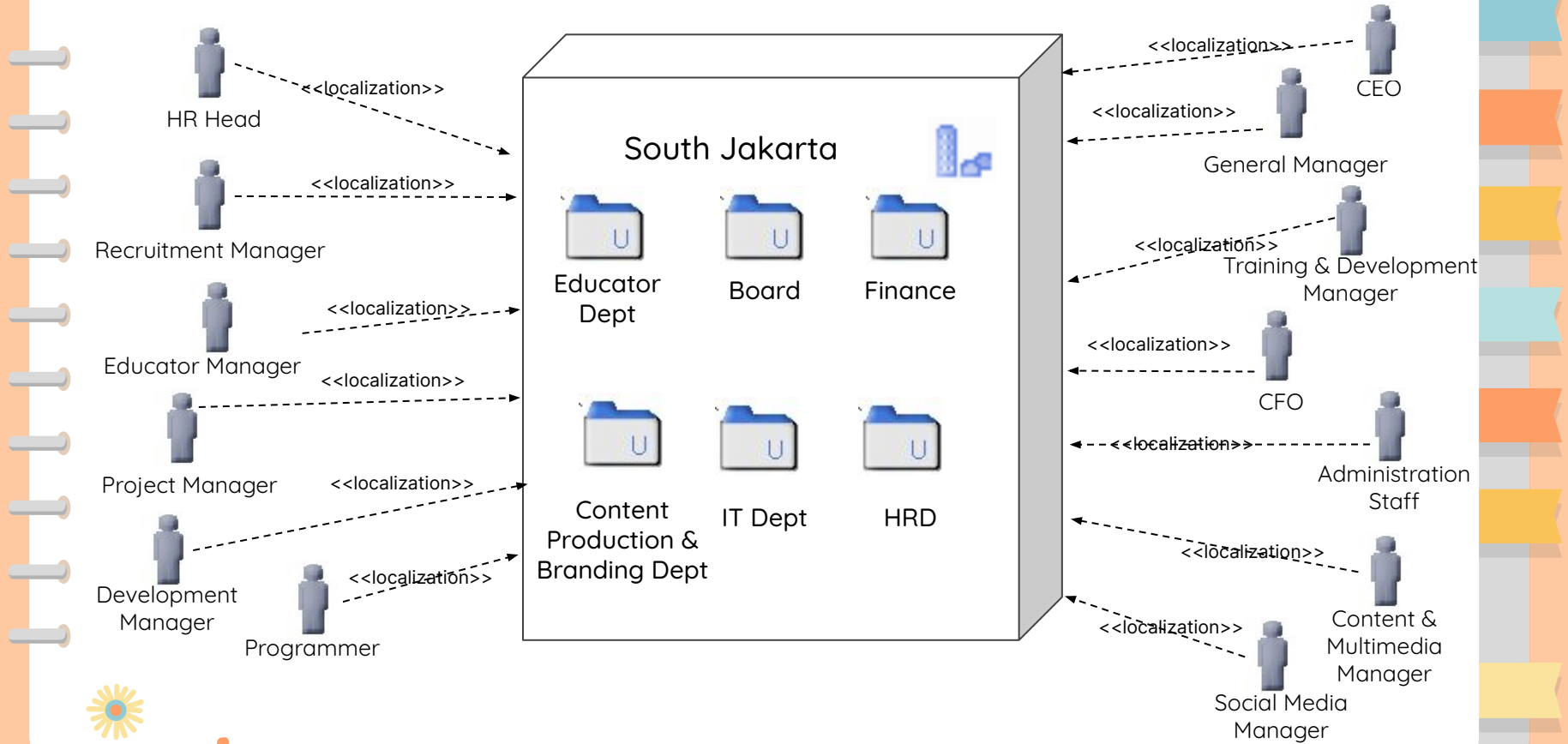
# Business Architecture

## Actor Organization Diagram



# Business Architecture

## Location Organization Diagram



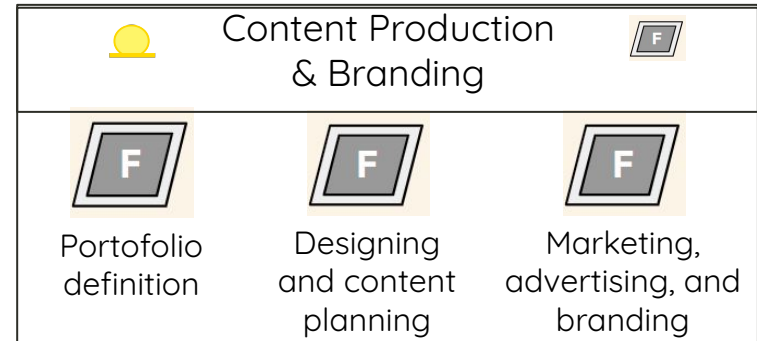
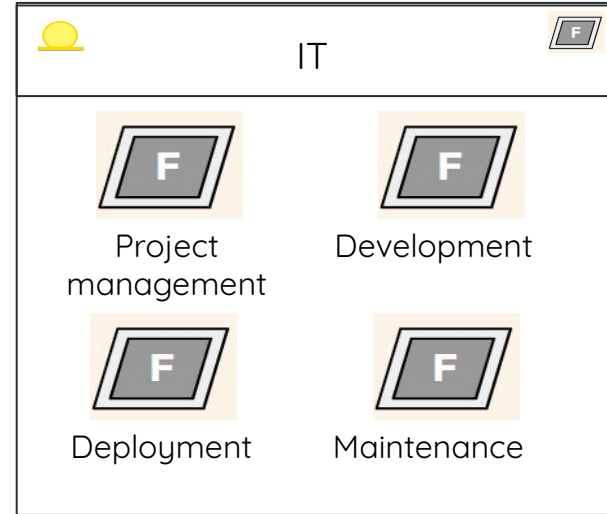
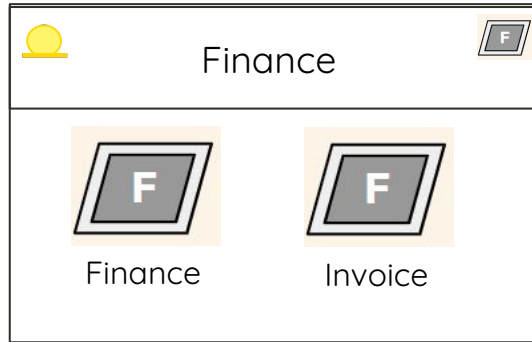
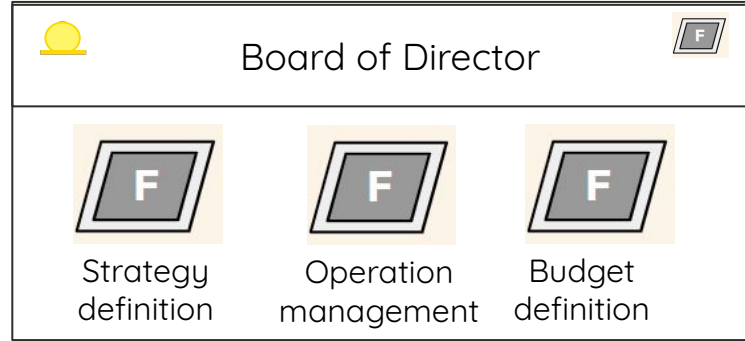
# Business Architecture

## Location Diagram



# Business Architecture

## Functional Decomposition Diagram



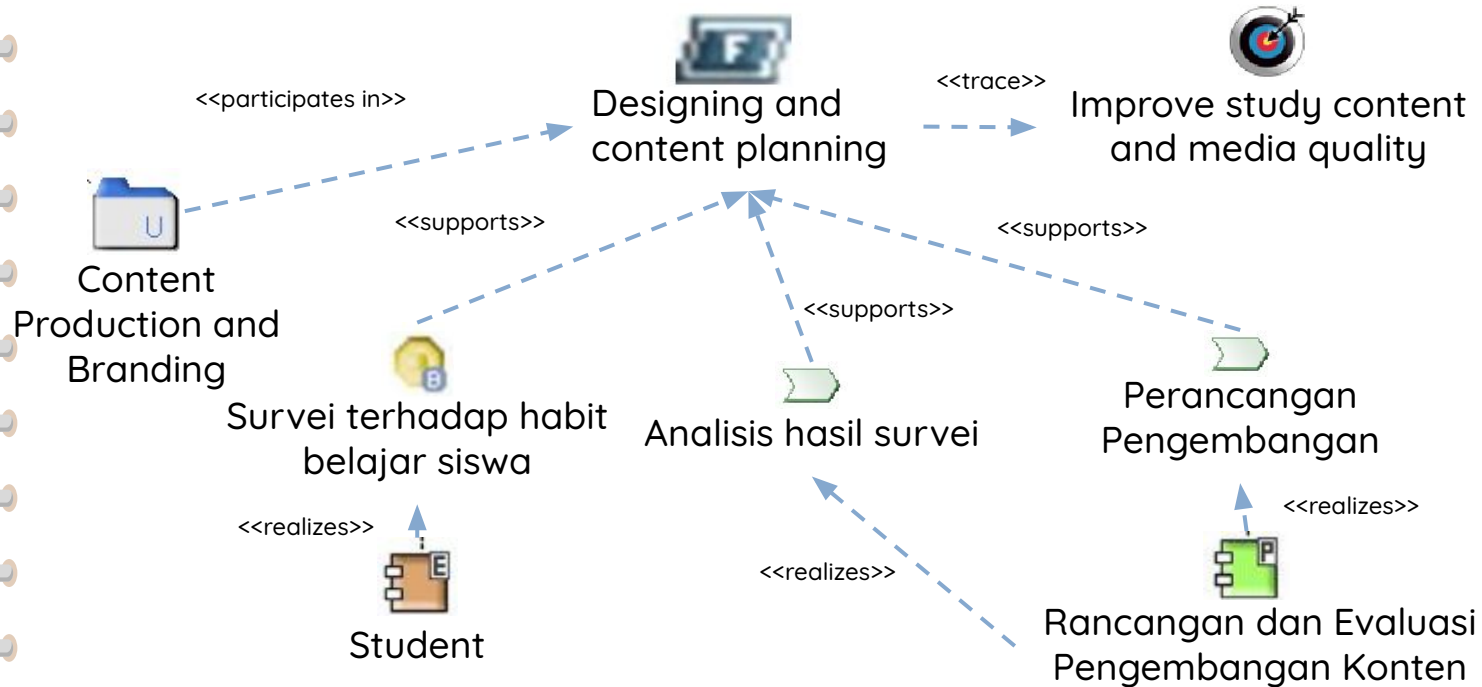


# Business Architecture

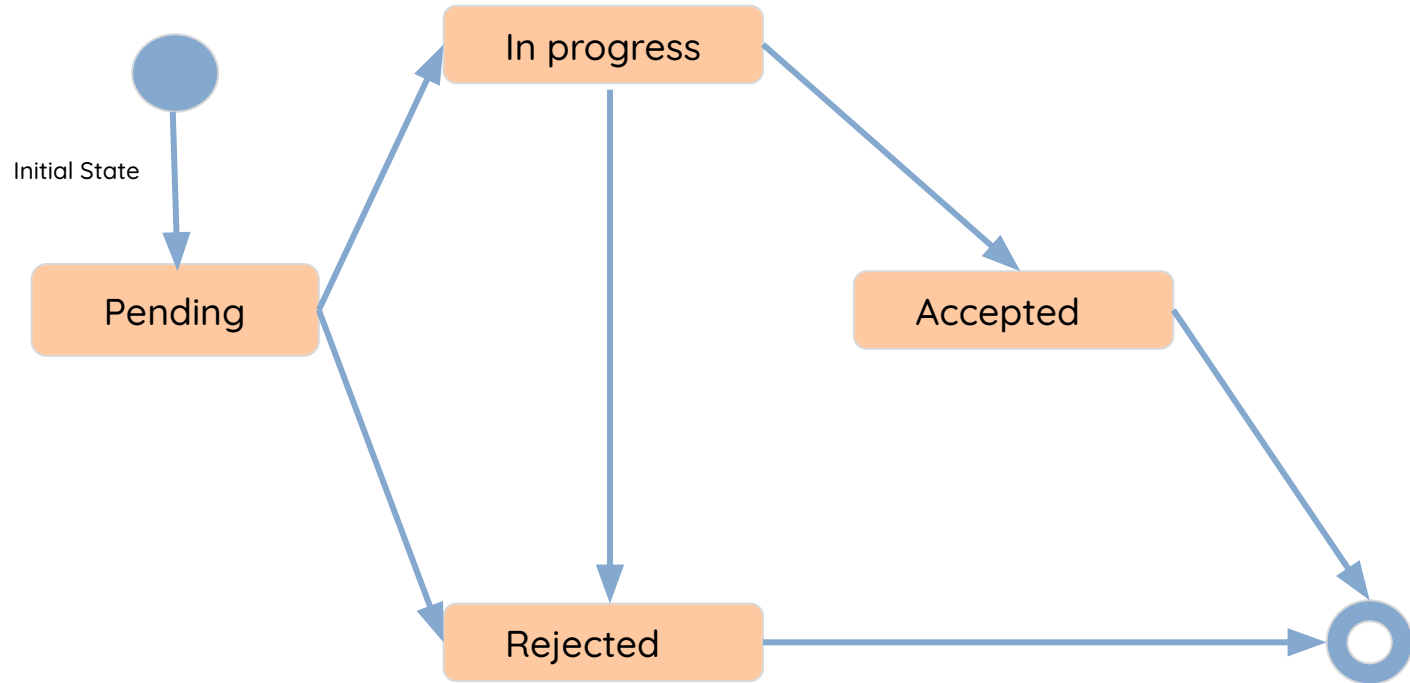
## Business Footprint Diagram



# Business Architecture Business Footprint Diagram

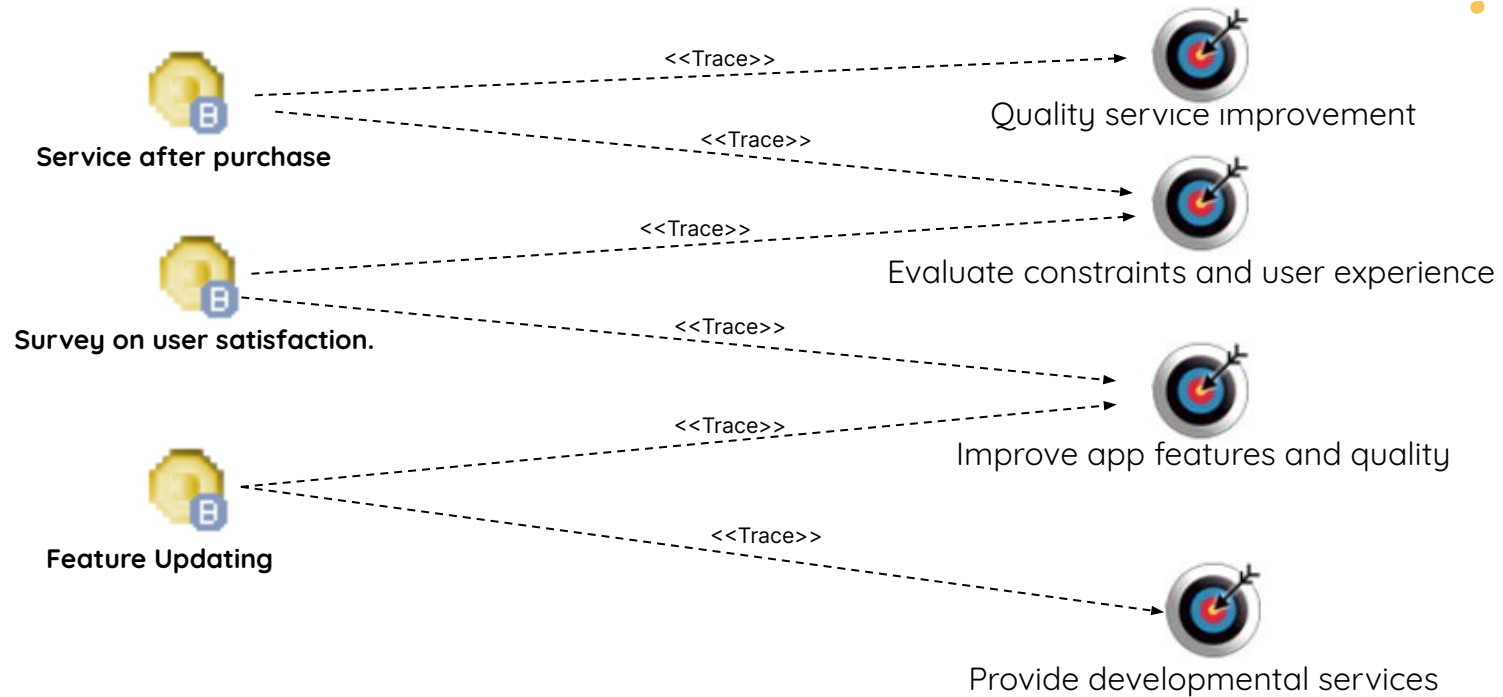


# Business Architecture Product Lifecycle Diagram



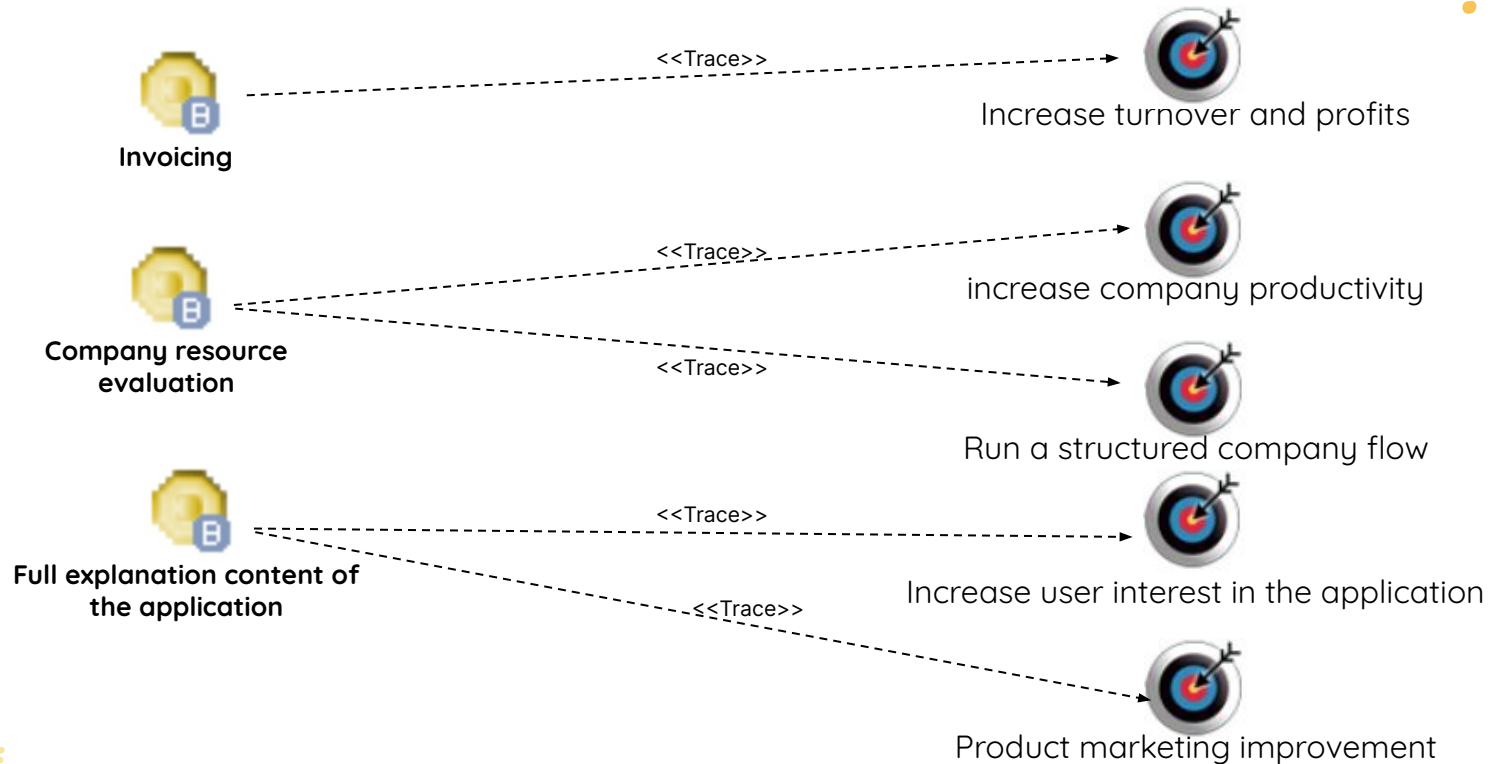
# Business Architecture

## Goal/Objective/Service Diagram



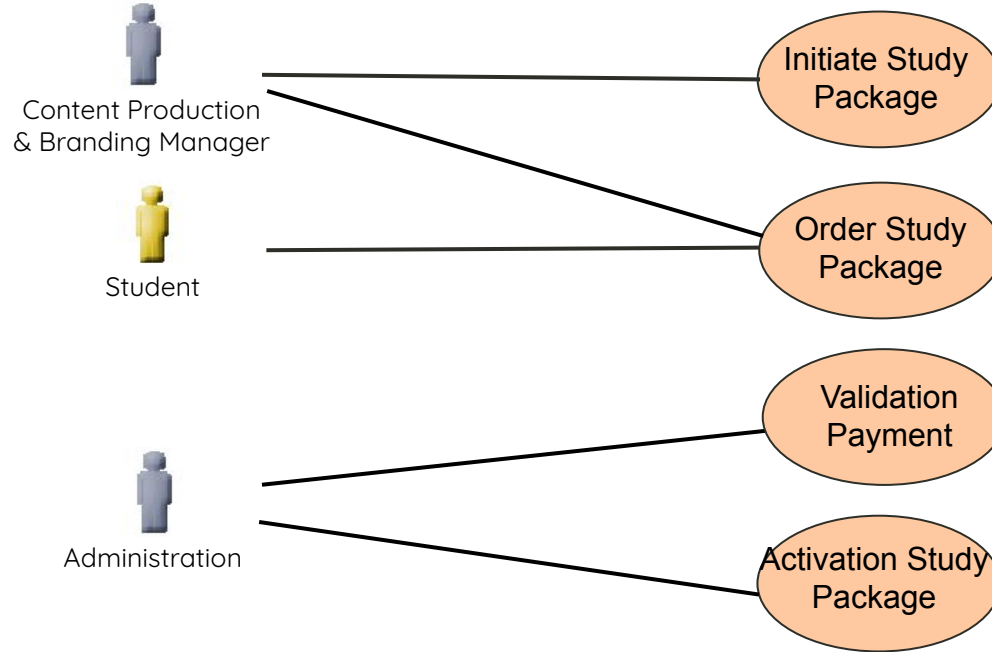
# Business Architecture

## Goal/Objective/Service Diagram



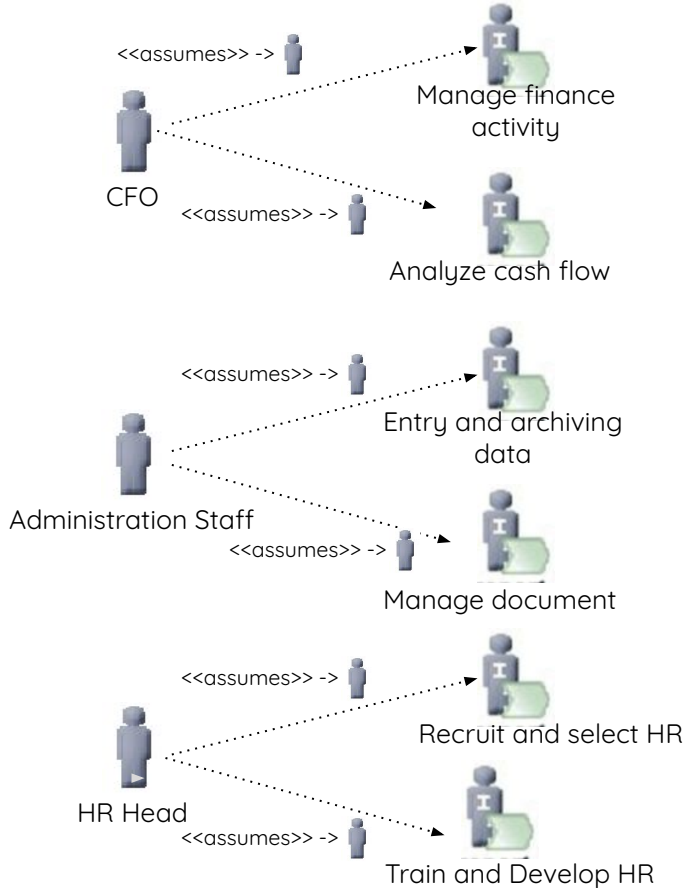
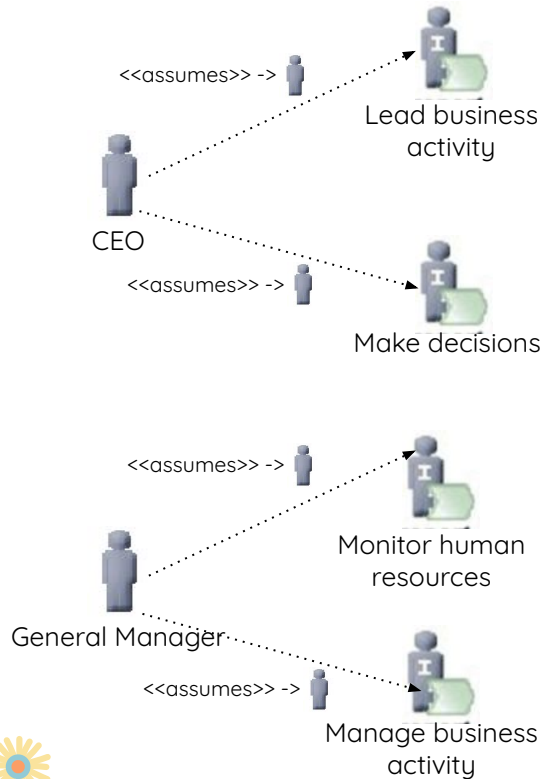
# Business Architecture

## Business Use-Case Diagram



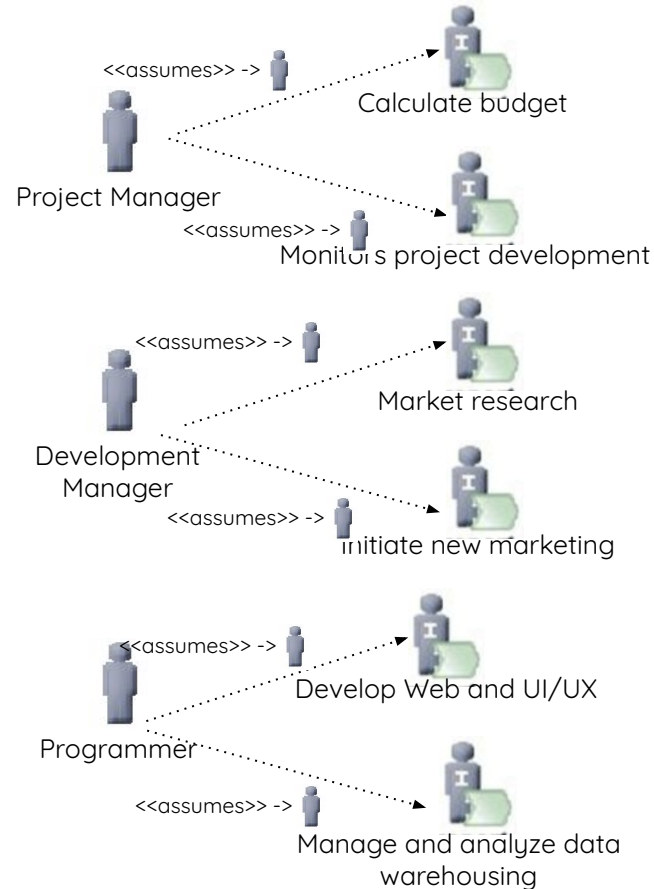
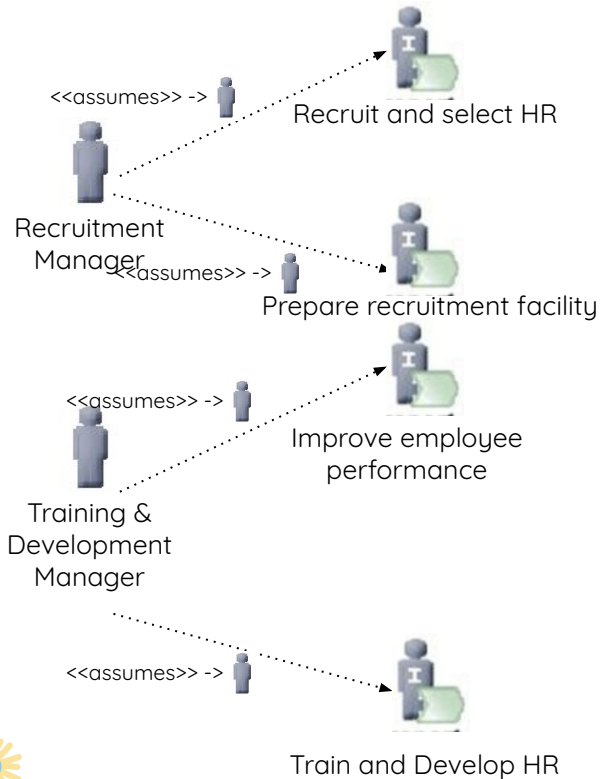
# Business Architecture

## Organization Decomposition Diagram



# Business Architecture

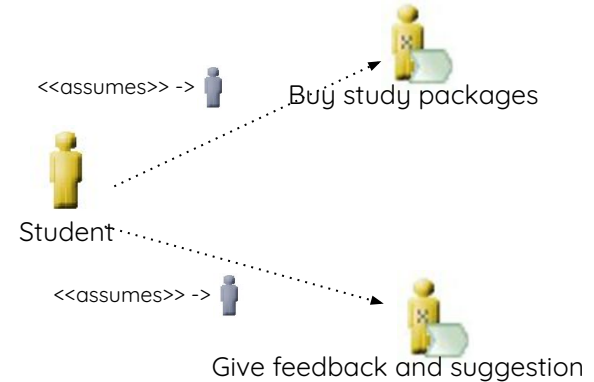
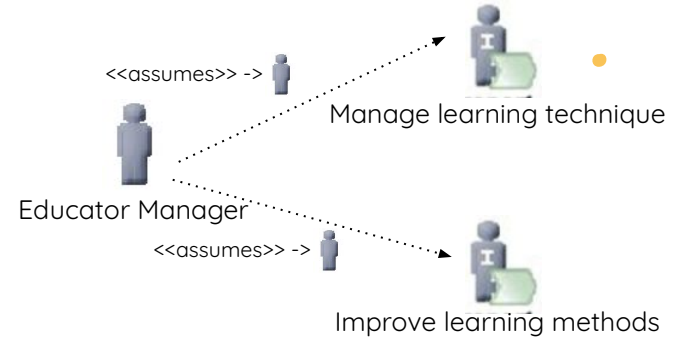
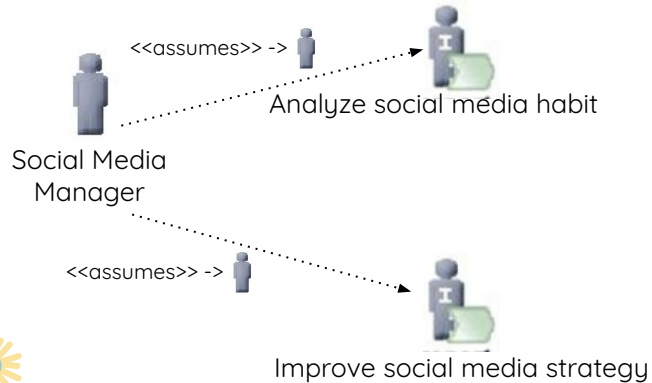
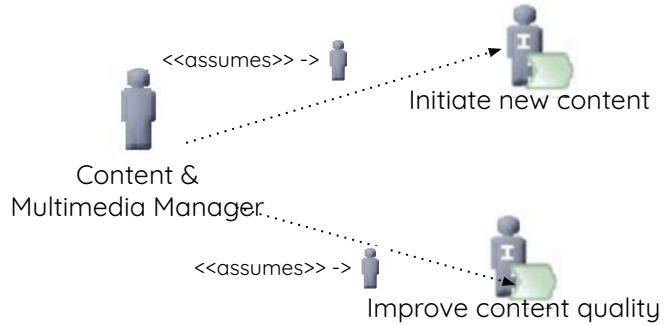
## Organization Decomposition Diagram





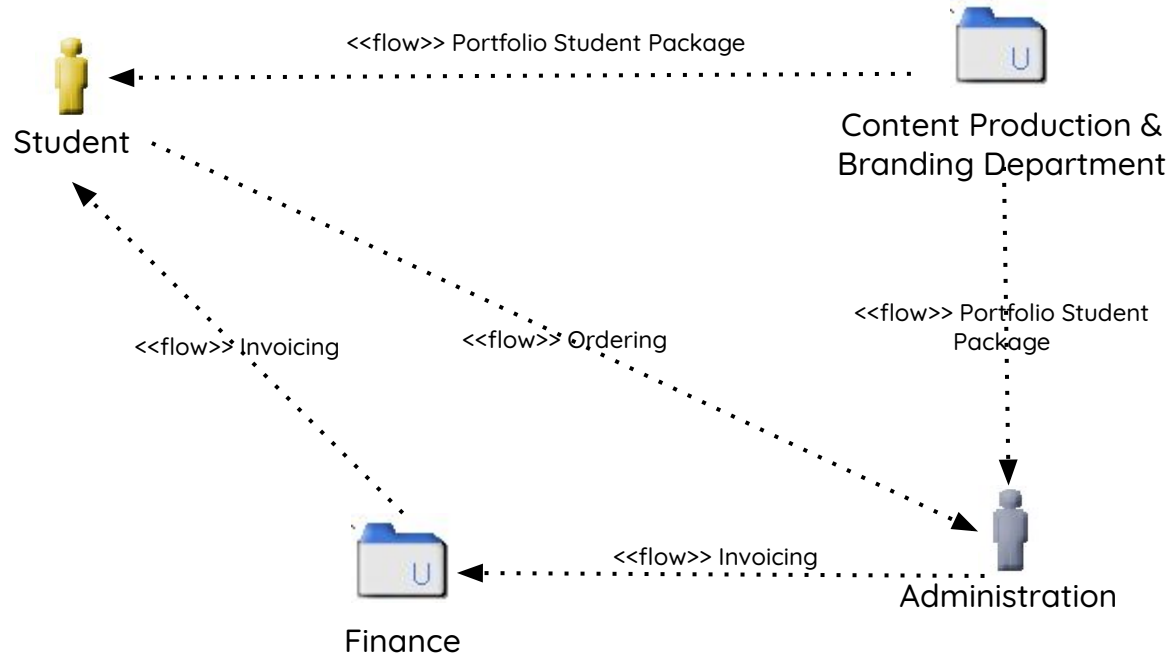
# Business Architecture

## Organization Decomposition Diagram



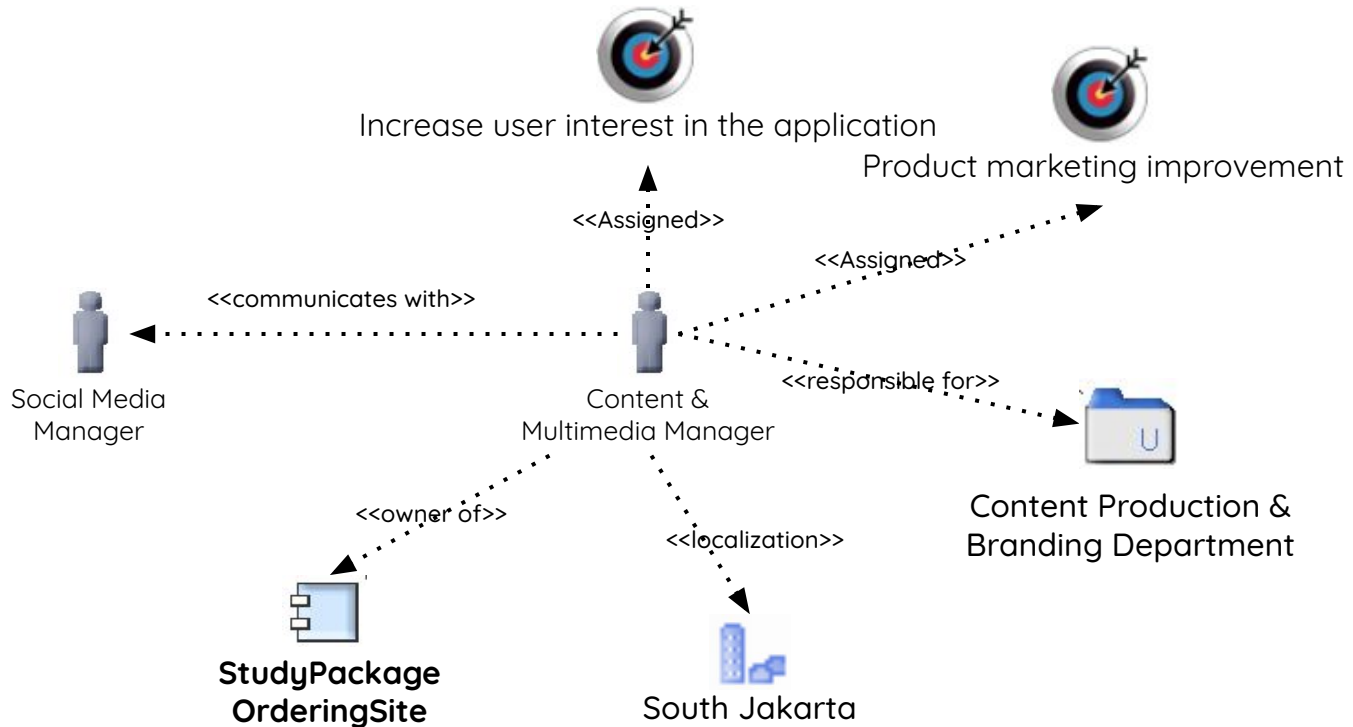
# Business Architecture

## Organization Decomposition Diagram - Flow



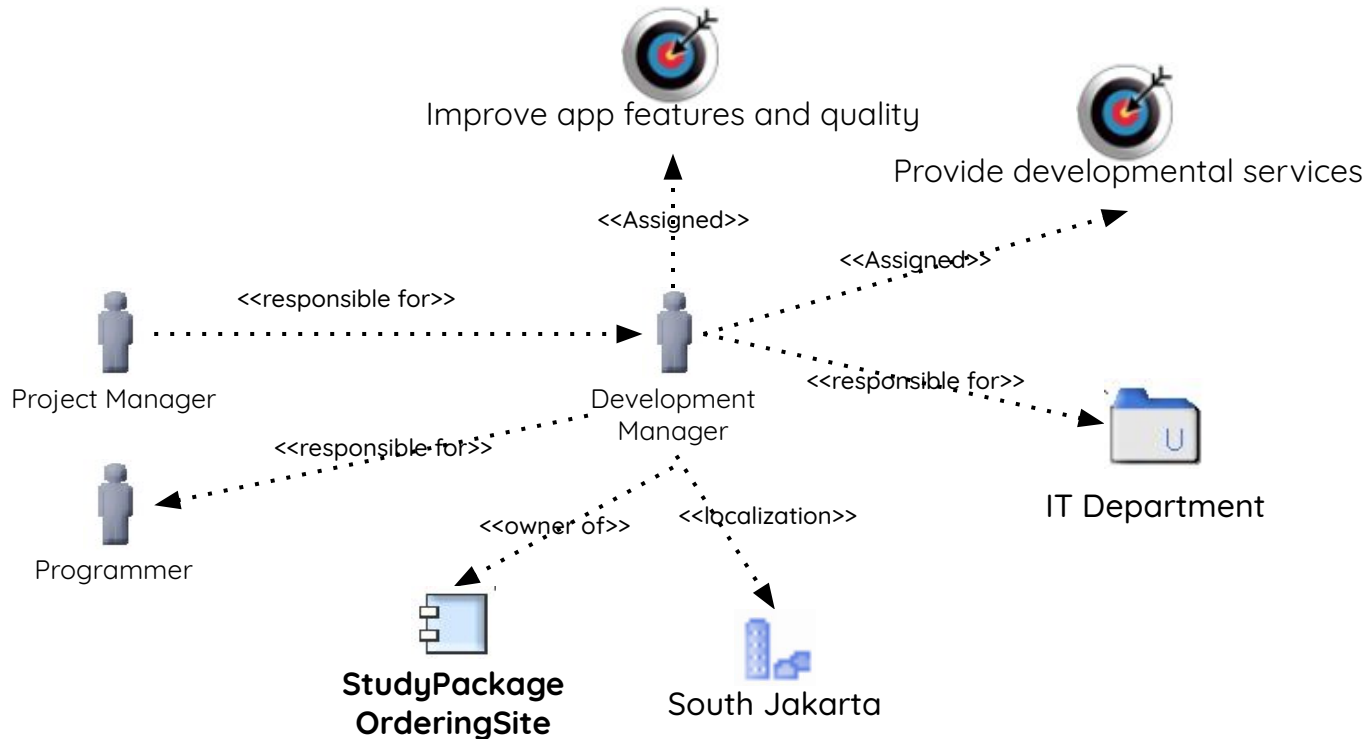
# Business Architecture

## Organization Decomposition Diagram - Role Allocation 'Content & Multimedia Manager'.



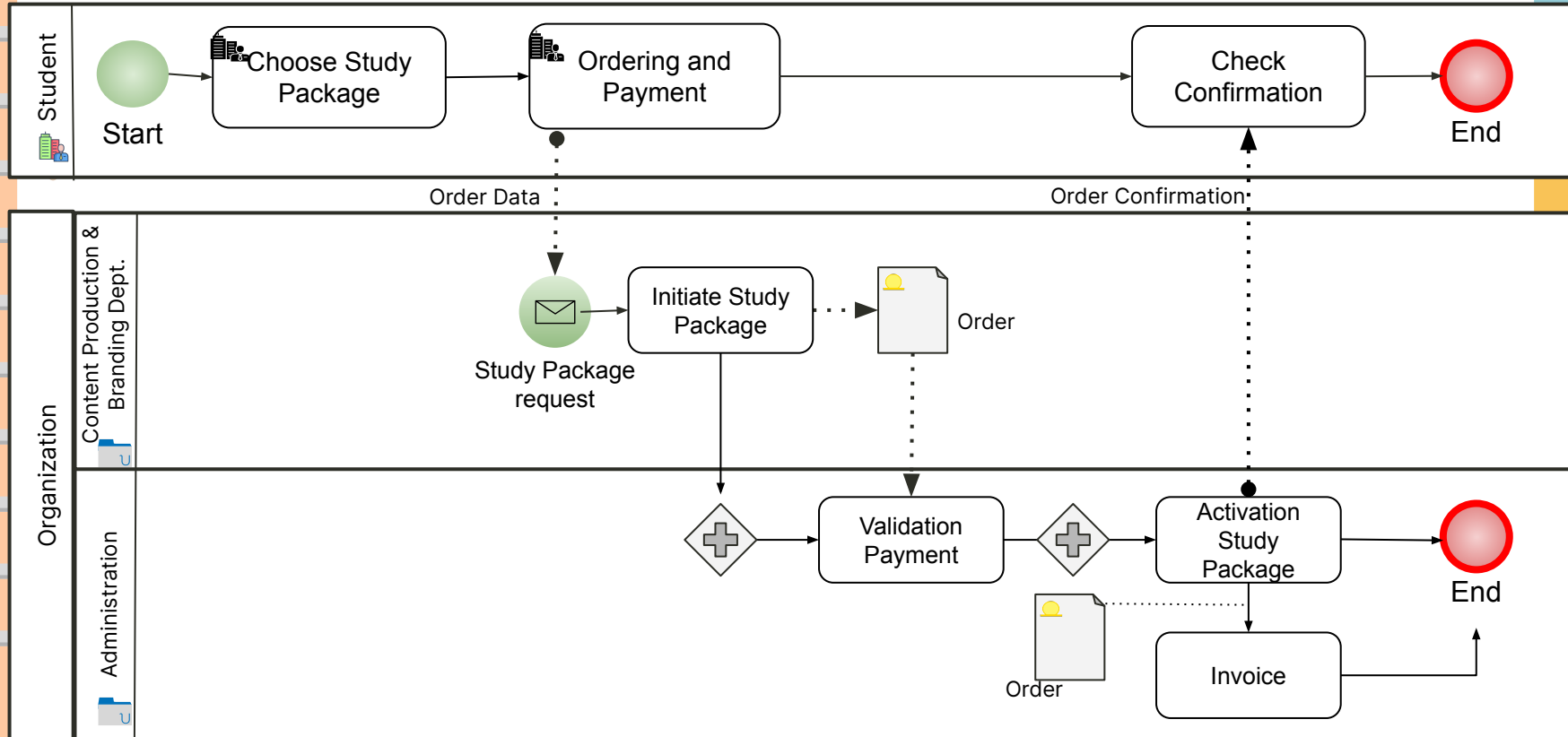
# Business Architecture

## Organization Decomposition Diagram - Role Allocation 'Development Manager'



# Business Architecture

## Process Flow Diagram





**THANK  
YOU!**