

# Strategi implementasi enterprise content management system pada bidang usaha layanan logistik perairan: studi kasus PT Adaro Logistics = Strategy for implementation enterprise content management system in marine based logistics service: a case study PT Adaro Logistics / Sunu Wicaksono

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Deskripsi Lengkap: <http://lib.ui.ac.id/detail?id=20405122&lokasi=lokal>

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## Abstrak

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PT Adaro Logistics menyadari akan kebutuhan terhadap implementasi Enterprise Content Management ECM System untuk mendukung berjalannya implementasi sistem manajemen PT Adaro Logistics yang baru saja terbentuk pada pertengahan tahun 2013 dan bertanggung jawab terhadap lima unit bisnis logistik perairan menginginkan adanya tata kelola dokumen yang baik dan terstandarisasi sesuai kebutuhan dari sistem manajemen yang digunakan di masing masing unit bisnis Namun perbedaan tipe karakteristik dan proses dari seluruh unit bisnis dan kurangnya proses penerimaan ECM menjadikan pertimbangan penulis untuk mengusulkan adanya strategi implementasi ECM Penelitian ini menggunakan pendekatan soft system methodology dalam menyusun strategi implementasi ECM yang dipadukan dengan teori teori pendukung seperti content maturity model dan content audit yang dikembangkan oleh O 39 Callaghan Smiths Penelitian ini menghasilkan 24 aktivitas yang diturunkan dari 14 aktivitas utama di dalam model konseptual 24 aktivitas tersebut menjadi strategi implementasi ECM pada bidang usaha layanan logistik perairan dengan studi kasus PT Adaro Logistics Strategi tersebut dapat dijadikan acuan dasar yang membantu PT Adaro Logistics mengejar pencapaian implementasi ECM hingga akhir tahun 2015.

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<b>ABSTRACT</b><br>

PT Adaro Logistics aware of the need for the implementation of Enterprise Content Management ECM System to support the passage of management system implementation PT Adaro Logistics which is newly formed in mid 2013 and is responsible for the five business unit in marine logistics wants to have a good governance and standardized documents according to the needs of the management system which used in each business unit However the different types characteristics and processes of all business units and lack of ECM acceptance makes authors consider to propose ECM implementation strategies This study uses soft system methodology approach in ECM implementation strategy combined with supporting theories such as content maturity models and content audit which is developed by O 39 Callaghan Smiths This research resulted in 24 activities derived from the 14 major activity in the conceptual model 24 activities are transformed into ECM implementation strategies in the field of marine logistics services with a case study of PT Adaro Logistics This strategy can be used as a baseline that helps PT Adaro Logistics pursue ECM implementation until the end of 2015 , PT Adaro Logistics aware of the need for the implementation of Enterprise Content Management ECM System to support the passage of management system implementation PT Adaro Logistics which is newly formed in mid 2013 and is responsible for the five business unit in marine logistics wants to have a good governance and standardized documents according to the needs of the management system which used in each business unit However the different types

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