

# Pengukuran tingkat kematangan implementasi scrum pada pengembangan perangkat lunak Toba.Ai: studi kasus PT Widya Intelktual Bangsa = A maturity level measurement of the scrum implementation in Toba.Ai software development: a case study of PT Widya Intelktual Bangsa

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## Abstrak

PT Widya Intelktual Bangsa (Widya) merupakan perusahaan yang bergerak dalam bidang artificial intelligence dan data analytic. Salah satu layanan yang diberikan Widya adalah Toba.Ai. Toba.Ai merupakan perangkat lunak web-based untuk analisis akun media sosial Instagram yang dapat membantu pelanggan merencanakan strategi pembuatan konten. Toba.Ai dikembangkan menggunakan kerangka kerja Scrum. Dalam pengembangannya, tim Toba.Ai mengalami masalah keterlambatan penyelesaian sprint backlog. Hal tersebut menyebabkan fitur untuk komersialisasi produk terlambat dirilis dan menyebabkan Widya kehilangan revenue. Berdasarkan masalah tersebut, dilakukan evaluasi tingkat kematangan Scrum menggunakan Scrum Maturity Model (SMM). Penilaian dilakukan dengan focus group discussion dan SCAMPI C sebagai metode penilaiannya. Setelah penilaian dilakukan, data diolah menggunakan metode KPA Rating untuk mengetahui tingkat kematangannya. Berdasarkan pengukuran kematangan yang dilakukan, tingkat kematangan Scrum Toba.Ai masih berada pada level 1 dari 5 level yang terdapat pada SMM. Hal tersebut disebabkan oleh pencapaian goal basic Scrum management pada level 2 hanya mencapai 64.29 % atau largely achieved, sedangkan untuk goal software requirement engineering sudah mencapai 96,43 % atau fully achieved. Terdapat 27 rekomendasi perbaikan yang diberikan dan sudah divalidasi oleh Scrum team Toba.Ai. Rekomendasi tersebut terdiri dari 9 rekomendasi pada elemen Scrum roles, 5 rekomendasi pada Scrum artifact, dan 13 rekomendasi pada Scrum event.

.....PT Widya Intelktual Bangsa (Widya) is a company that moves in the field of artificial intelligence and data analytics. One of the services provided by Widya is Toba.Ai. Toba.Ai is web-based software for Instagram social media account analysis that can help customers in planning their strategies for creating content. Toba.Ai was developed using the Scrum framework. During its development, the Toba.Ai team experienced a delay in completing the sprint backlog. It caused the delay of the commercialization feature release and caused Widya to lose revenue. Based on these problems, the evaluation of Scrum maturity level was conducted using the Scrum Maturity Model (SMM). The assessment was carried out by means of a focus group discussion and SCAMPI C as the assessment method. After the assessment is done, the data is processed using the KPA Rating method to determine the maturity level. Based on the result, the maturity level of Toba.Ai Scrum is still at level 1 of 5 levels contained in the SMM. The achievement of the basic Scrum management goals at level 2 only reached 64.29% or largely achieved, while the software requirements engineering goal had reached 96.43% or fully achieved. There are 12 recommendations for improvements that have been proposed. The proposed recommendations have been accepted and validated by the Toba.Ai Scrum team. The recommendations consist of 9 recommendations on the Scrum roles element, 5 recommendations on the Scrum artifacts, and 13 recommendations on the Scrum events.