

## ABSTRACT

The medium-scale manufacturing industry in Indonesia is facing several challenges such as; high production costs, rapid changes in information technology, as well as changes in demand and a very dynamic market. These challenges directly or indirectly affect the sustainability of the company's operations. Regarding to the condition above, as an academic contribution, the purpose of this study is defining the digital maturity position for medium-scale manufacturing industry and how to improve the digital maturity position that has been implemented in the company.

This research purposes is to measure the maturity position of digital implementation in the company by using digital maturity model. There are two indicators that digital maturity measures; digital capabilities and digital impact. This research is a quantitative research, which data collection was conducted using questionnaires. The data from interviews was analyzed using SPSS and Microsoft Excel Software generating digital maturity scorecard that later translated to maturity position. The case study for this research is in a medium-scale food processing company in Bandung named CV. MUTIARA PERKASA ABADI.

The final result shows that CV. Mutiara Perkasa Abadi has reach the forth quadrant which mean in the transformative stage with digital capability score of 112.95 and digital impact score of 128.83 which mean the company has strong internal digital development capability, problem focused, and culture of innovation.

***Keywords: Digital Maturity Model, Digital Transformation, Digital Maturity Level***