

ABSTRACT

The readiness of organizations in Indonesia to implement industry 4.0 can be measured by referring to the INDI 4.0 index which is part of the Making Indonesia 4.0 roadmap. The People and Culture Pillar in INDI 4.0 has a greater value weighting than the other pillars, because in Indonesia the success or failure of a company's transformation to Industry 4.0 is very dependent on the readiness of human resources in it. The main factor is that the company must first have core competencies, which are related to the skills and behaviors needed so that the company can compete and maintain its superiority.

This research aims to assist companies in achieving a competitive advantage and winning the Indonesian market segmentation in the industrial 4.0 era, making a positive contribution to the implementation of industry 4.0 in Indonesia. The aspects studied include company goals, company characteristics, company competitive advantages, competencies in the industrial era 4.0, and products produced by the company. The impact of this research process is carried out by analyzing the company's core competencies.

The method used in this research is a qualitative approach with a case study type of investigation. Data collection techniques are semi-structured interviews and secondary data collection. The resource persons involved were representatives from PT XYZ as many as 3 (three) people, which consisted of 2 (two) people representing human resource management, and 1 (one) person representing management in terms of the company's competitive advantage. This study uses an inductive approach with the researcher as a human instrument.

This research process includes data collection, and data analysis with the initial stages of reducing data, then presenting data that has been analyzed in detail, and drawing conclusions from the data analysis. The data credibility test uses the membercheck method, the hen transferability test, dependability test, and confirmability test are carried out. The core competencies that have been formed by adjusting the characteristics of the object of research and the industrial era 4.0 consist of 4 (four) competencies, including Understanding Oriented, Efficiency Oriented, Brand Feeling and Spirit of Improvement.

The results of this study are expected to be properly implemented by PT XYZ as one of the steps to maintain the company's competitive advantage, and readiness to participate in the industry 4.0 implementation program in Indonesia.

Keywords: *Automotive Manufacturing Industry, Core Competence, Industry 4.0*