

## ABSTRACT

*The printing media industry is facing considerable pressure due to the increasing use of the internet. The easy access to information has made print media products not a vital commodity that consumers need to know about. Therefore, print media companies are undergoing transformation to remain relevant in this industry. One such company is Bisnis Indonesia Group, which implements a strategy called Integrated Marketing Solution (IMS), which serves as a sales channel for all of the company's products, including print ads, digital ads, event planning services, research or studies, and media consulting services. Through this strategy, the Bisnis Indonesia Group aims to carry out a business transformation.*

*McKinsey 7S Framework is a model for assessing an organization's effectiveness in achieving its goals. There are seven elements in this framework, namely strategy, structure, systems, skills, staff, leadership style, and shared values.*

*The purpose of this study is to determine how the IMS pattern is applied in the Bisnis Indonesia Group, to understand the implementation of the McKinsey 7S Framework in the Bisnis Indonesia Group's business transformation, and to identify which elements of the McKinsey 7S Framework within IMS still have room for growth.*

*This research uses a qualitative method and is explored through a case study using in-depth interviews. The participants in this study consisted of 1 marketing director, 2 general managers, 4 managers, and 5 staff members. The questions in the study were validated by an expert, the Coordinator of Kadin Kaltim in the fields of HR, Research, and Innovation.*

*The results of this study show that IMS is the backbone in the business transformation carried out by the Indonesian Business Group. In addition, the elements in the McKinsey 7S Framework have already been implemented at IMS. Of the seven elements, six are running well while one other still has room for improvement, namely in the shared value element.*

*From the results of this research, internalization of the shared value element can help improve company performance. Not only for staff level, all structural officials to top level management need to internalize the shared value element because it becomes the basis in carrying out the other elements. As for other researchers, they can use this research as a reference for implementing the McKinsey 7S Framework in general newspapers or other industries.*

**Keywords:** *McKinsey 7S Framework, Integrated Marketing Solution, business transformation, print media*