

ABSTRACT

Accelerating digital transformation has become one of the main focuses for facing global challenges and competition. To succeed in transformation, companies must adopt a holistic approach and build an integrated strategy. There are three categories needed to implement digital transformation, namely involving the use of technology, competent human resources, and management or process changes. This study aims to formulate digital transformation at PT. Rohto Laboratories Indonesia. This research uses a mixed methods case study design, which combines qualitative and quantitative methods in research. Next, a purposive sampling technique was chosen to determine the data source sample based on specific considerations and objectives. This research consists of five stages in formulating digital transformation. These five stages refer to the digital transformation strategy development guidelines from Albukhitan (2020). The final result of this research is a digital transformation roadmap for PT. Rohto Laboratories Indonesia obtained data from the four previous stages. The roadmap is divided into two parts: the first part is dominated by the management/process and people categories, while the second parts are dominated by technology. Suggestions for further research are to conduct a broader exploration by comparing the application of digital transformation in more than one industrial sector.

Keywords: digital transformation, formulation, technology, people, and management/process.