

## ABSTRACT

*In support of the government's making industry 4.0 movement towards 7 priority industrial sectors which implement changes to the production system to make it more efficient and flexible, by combining digital and physical technology intervention in it. The focus of this research is on all activities in the company and the involvement of digital technology assistance in them. This research aims to determine the driving factors of digital transformation and the digital transformation phases of PT. Sami Aji Tekstil as a company operating in the textile and textile product industry analyzes the driving factors of digital transformation in order to see to what extent the company needs to implement digital transformation for its production process. Using qualitative methods by conducting interviews with internal PT parties. Sami Aji Tekstil regarding the implementation of company digital transformation. After being analyzed using the Atlas.Ti analysis tool, it was concluded that the phase that PT. Sami Aji Textiles is a digital transformation phase and is the driving factor for PT's digital transformation. Sami Aji Textiles is the company's need for the application of digital technology in an effort to help the company's activities, and so far the company has involved digital technology in the company's activities, such as starting to introduce the company through digital media to reach a wider market, facing digital competition with a cooperative strategy. shade brand and adapt interaction patterns with digital consumers. There are research findings that are visualized through 5 categories; Company potential, not yet implemented in the company, utilization in the company, positive impact on the company, and things that are not yet needed by the company.*

*Keywords: Digital Transformation, Driving Factors for Digital Transformation, Digital Transformation Flow Model*