

ABSTRACT

In the era of the 4.0 revolution, companies are challenged to create flexible organizational structures that can continuously evolve with technological advancements. The emergence of Industry 4.0 necessitates companies to adopt digital technology in their business processes. PT. Pos Logistik Indonesia (PosLog), a subsidiary of PT. Pos Indonesia (Persero), operates in the logistics services sector. To maintain customer trust, PosLog has implemented several key strategies, including transitioning from traditional systems to digital-based systems for its entire operations. However, during this digital transformation, PosLog has faced issues related to resource readiness and adaptation in its business processes.

The aim of this research is to identify the inhibiting factors, the impacts of these factors, and ways to mitigate them. This study employs a qualitative method, using interviews to collect primary data.

The findings of this research identify several factors that inhibit the digital transformation of PT. Pos Logistik Indonesia, including issues in business processes, products/services, human resources, technology, commitment, and the strategic role of IT. These obstacles affect operational efficiency, employee adaptation, and the reliability of digital systems. To address these challenges, a digital transformation roadmap development strategy has been designed, consisting of three categories: short-term, medium-term, and long-term strategies. This roadmap development strategy aims to help PT. Pos Logistik Indonesia overcome the barriers to digital transformation and achieve its digitalization goals.

Keywords: *Digital Transformation, PT. Pos Logistik Indonesia, Logistics*