

ABSTRACT

This research is motivated by the significant transformation undertaken by PT Telekomunikasi Indonesia (Persero) Tbk (Telkom) in its business model, aiming to become the largest digital telecommunications company in Indonesia, amidst the ongoing digitalization in the telecommunications industry. One of the initiatives involves delegating new tasks to the Digital Business Directorate (DDB) Telkom to manage various innovations and the development of Telkom's digital products. This research aims to identify the position of DDB Telkom in the Organizational Life Cycle using the related theory. By determining DDB Telkom's position, this research is expected to provide a clear understanding of the organization's current state, growth potential, and appropriate strategic recommendations to address current and future challenges. This research employs a mixed-method approach with a descriptive purpose from a practical perspective and a case study. Data were obtained through interviews with 3 informants and questionnaires distributed to 81 respondents, consisting of DDB Telkom employees in middle to top management levels. The results indicate that DDB Telkom is currently in the Adolescence stage. This stage is characterized by the organization's efforts to find its identity and new strategic direction. During this stage, the organization must redefine its primary business focus and strengthen its leadership. Recommendations for DDB Telkom to advance to the next stage toward the optimal position (Prime) include strengthening all six dimensions through the implementation of the proposed alternative strategies, being aware of decline signs in the organizational life cycle, and developing all managerial roles in a balanced manner.

Keywords: *Organizational Life Cycle, Ichak Adizes, Organizational Development, Strategic Management, Digital Business Directorate (DDB) Telkom, Digital Transformation*