

## ABSTRACT

*In the current digital era, technological transformation is key to enhancing operational efficiency across various sectors, including the procurement process. This research aims to explore the application of design thinking in addressing the challenges faced by PT Telkomsel, particularly in the procurement process that still relies on manual methods. Thus, this study not only focuses on problem identification but also seeks to formulate solutions that can improve accuracy and efficiency in cost estimation.*

*To achieve this goal, the research method employed involves a design thinking approach, which consists of five stages: empathy, definition, ideation, prototyping, and testing. This process begins with in-depth interviews with eight informants who have direct experience in the procurement process to uncover user perspectives and needs. The data obtained is then analyzed qualitatively, allowing the researchers to identify relevant and innovative solutions in the procurement process.*

*The results of this study indicate that the implementation of digital-based solutions in the procurement process at PT Telkomsel has significant potential to address various challenges faced. By developing an application specifically designed to facilitate cost estimation, the company can enhance efficiency and effectiveness in procurement management. This digital solution not only accelerates the cost estimation process but also improves communication and collaboration between the procurement team and users. This creates a more productive and transparent work environment, which in turn can increase user satisfaction. Therefore, digital transformation in procurement is not merely a technological innovation but also an important strategic step for PT Telkomsel to achieve broader business objectives and adapt to the ever-changing market dynamics.*

*Based on these findings, it is recommended that PT Telkomsel continue the development and implementation of the designed digital system, as well as provide training to employees to ensure effective adoption. Thus, the conclusion of this research emphasizes that digital transformation is not only important but also*

*essential for improving the efficiency and effectiveness of the procurement process, which ultimately can support the achievement of the company's business goals.*

*Keywords: E-procurement, Procurement Intelligence, Digital Transformation, Design Thinking*