

ABSTRACT

Technological disruption has changed the landscape of the publishing industry, demanding digital readiness for companies to remain competitive. This study aims to analyze the digital operations readiness of three imprints of PT Elex Media Komputindo—Quanta, Oopredoo, and YOI Books. Using qualitative research methods, this study collected data through in-depth interviews and participant observation, which were then analyzed using content analysis techniques based on the theory of Holopainen et al. (2022).

The results of the study show that the digital readiness of each imprint varies, influenced by digital strategy, management willingness, HR capabilities, consumer engagement, and inter-organizational partnerships. Quanta shows more mature readiness in digitalization, while Oopredoo and YOI Books still face obstacles in digital competence and data-driven marketing strategies. This study provides new insights into the application of digital operations readiness theory in the publishing sector and emphasizes the importance of a balance between digital strategy, HR skills, and business model innovation.

The implications of this study include recommendations for PT Elex Media Komputindo to strengthen HR digital competence, develop data-driven digital strategies, and strengthen collaboration between business units in order to achieve a more efficient and equitable digital transformation.