

ABSTRACT

This study aims to formulate a development strategy for PT Trans Armada Indonesia (AutoTranz) using the Corporate Life Cycle theory proposed by Ichak Adizes. The research employs a descriptive qualitative method, involving structured interviews with company representatives to analyze AutoTranz's position within the corporate life cycle. The Corporate Life Cycle theory—which includes phases such as infancy, go-go, adolescence, and prime—is used to understand the challenges faced by the company. The PAEI approach (Producer, Administrator, Entrepreneur, Integrator) is applied to identify the dominant managerial roles within the organization. The analysis indicates that AutoTranz is currently in the adolescence phase, with dominant P and E leadership styles, but weak in A and I aspects. Key issues include excessive human resources, weak administrative leadership, and a lack of harmonious work relationships. Therefore, organizational restructuring and the development of a strong work culture are necessary to enhance leadership effectiveness, particularly in the integrator role.

Keywords: Corporate Life Cycle, PAEI, Strategy Development