

ABSTRACT

This research focuses on developing a strategic implementation program for PT. Graha Sarana Duta (GSD) to navigate its digital transformation journey. As technology continues to evolve, digital transformation has become a critical necessity for companies to improve operational efficiency, competitiveness, and service innovation. This study examines the current strategies in place, the challenges faced, and the necessary actions for a successful digital transition. The research uses qualitative data analysis through interviews with key internal and external stakeholders, along with a review of relevant literature on digital strategy implementation. The findings aim to offer strategic recommendations that can help the company accelerate its digital transformation process.