

ABSTRACT

Human resources are an important factor that plays a role in the company's success in facing digital transformation. A good digital readiness is able to respond to a company's digital transformation. High digital readiness will be obtained when someone has a high digital culture and is able to respond positively to technology.

This study aims to determine the condition of digital culture, digital attitude and strategy development carried out by PT Feng Tay Indonesia Enterprises in dealing with digital transformation.

This study used a qualitative method with the type of research used was descriptive. This study used phenomenology approach and using a triangulation (combined) data collection technique. For the sampling determination this studies using purposive sampling technique.

Based on the results of resource research at PT Feng Tay Indonesia Enterprises, PT Feng Tay Indonesia Enterprises is able to create a digital culture and a good digital attitude. So that in this case PT Feng Tay Indonesia Enterprises has resources that are ready to face digital transformation. The developed strategy is in line with the corporate culture of PT Feng Tay Indonesia Enterprises.

Keywords: Digital transformation, Digital readiness, Digital Culture, Digital Attitude