

## **ABSTRACT**

The fourth industrial revolution or what is known as industry 4.0 is a phenomenon facing various industries today. The presence of Industry 4.0 is still not widely realized, so its role and challenges are difficult to identify. Moreover, the presence of industry 4.0 in Indonesia is still very new, so the definition and role of industry 4.0 is still very vague.

This study aims to look at the role of industry 4.0 in the procurement and supply chain in an organization considering that these two things are processes that are influenced by industry 4.0. In addition, research was carried out on the conceptual characteristics of industry 4.0 which distinguished it from previous industrial revolutions.

This research is a qualitative research with an exploratory approach because the problems raised have little reference or research in the same field. Data collection was carried out by interviewing the triple helix object. The sources or objects chosen to represent the triple helix are CeLOE Telkom University for education, Samsat Pajajaran Bandung for government, and MallSampah Indonesia for business. Resource persons will be interviewed about the role of industry 4.0 in their respective agencies or companies and how they understand the characteristics of industry 4.0.

This study shows the role of industry 4.0 in the supply chain in organizations but not in procurement. The visible effect is the redefining of the supply chain process which makes the supply chain process simpler. The frequency of procurement of organizations engaged in services that is not as frequent as companies that produce goods causes the role of Industry 4.0 in procurement does not appear to be.

The application of technology in Industry 4.0 is an important factor in providing a competitive advantage for companies and organizations that are included in the triple helix. The strength of this research is taking the point of view of three different industries so that in the future it can allow collaboration between the three. Through this research, it is also hoped that further research will be carried out using quantitative methods to strengthen the findings of this study.

**Keywords:** industry 4.0, procurement, supply chain, and triple helix