

ABSTRACT

This study aims to analyze a business restructuring strategy based on a strategic due diligence approach at PT. Industri Telekomunikasi Indonesia. PT. Industri Telekomunikasi Indonesia (hereinafter referred to as PT. INTI) is a telecommunications company operating in Indonesia. In the ever-evolving market conditions and increasingly fierce competition, PT. INTI is faced with the challenge of carrying out an effective business restructuring in order to improve the company's performance.

The strategic due diligence approach is used in this study as a framework for analyzing business restructuring strategies. The research method used includes literature studies, secondary data analysis, and interviews with related parties at PT. INTI. The collected data were analyzed using qualitative approaches to obtain a comprehensive understanding of the company's business situation.

The results of this study reveal that PT. INTI requires a business restructuring which includes changes in business strategy, company organization, and operations. This study identified several suggested restructuring strategies, such as product and service diversification, developing new markets, increasing operational efficiency, and increasing collaboration with strategic partners. In addition, this study also highlights critical factors that need to be considered in implementing a restructuring strategy, such as change management, effective communication, and human resource management.

This research makes an important contribution to PT. INTI in making strategic decisions related to business restructuring. By utilizing a strategic due diligence approach, companies can gain deeper insight into the potential success and risks of a proposed business restructuring. In addition, the results of this study can also be a reference for other telecommunications companies facing similar challenges in optimizing their business performance.

Keywords: *restructuring, business, due diligence, strategic due diligence*