

ABSTRACT

The food processing industry is one of the strategic sectors in Indonesia's economy due to its significant contribution to Gross Domestic Product (GDP) and its capacity to provide employment. In the face of rapid digital transformation, companies in this sector are challenged to adopt digital technologies to improve operational efficiency, product quality, and global competitiveness. This study aims to analyze the digital maturity level of PT XYZ and formulate relevant strategies to enhance the company's digital position based on its current conditions.

The research also identifies several internal and external factors that influence digital maturity, including the availability of technological infrastructure, the quality of human resources, organizational culture, and top management's commitment to digital transformation. This study uses the Digital Maturity Position Framework developed by Md. Shahiduzzaman (2017), which assesses six key aspects: digital strategy, technology and infrastructure, operational processes, data and analytics utilization, human resources, and customer experience. Data were collected through in-depth interviews, direct observations, and internal company documentation.

The findings show that PT XYZ has a high level of digital maturity, with a Digital Capability score of 112.89 and a Digital Impact score of 112.36. These results place the company in the "Transformative" quadrant, indicating that it has adopted digitalization not only as a support function but as a key driver of innovation and competitive differentiation. However, there is still room for improvement, particularly in enhancing customer experience and distributing digital impact evenly across all business functions.

Keywords: Digital Maturity Index, Digital Transformation, Operational Efficiency, Business Strategy.