

ABSTRACT

This study discusses the corporate life cycle of PT. KIG based on the life cycle theory proposed by Dr. Ichak Adizes. The objective of this research is to identify the current phase of PT. KIG within the corporate life cycle through questionnaire distribution and observation. Additionally, the study aims to identify the managerial style (PAEI) and evaluate the implementation of management (CAPI), both of which are concepts introduced by Dr. Ichak Adizes, through interviews. The research method used is qualitative, combining observation, questionnaire distribution, and interviews. The purpose of identifying these three aspects is to anticipate potential conflicts and formulate strategies to position PT. KIG in the Prime phase. The findings of the study indicate that PT. KIG is currently in the Adolescence phase and faces four key conflicts that hinder its progression to the next stage the conflicts are the core employees of PT. KIG have resigned, the company's vision and mission are unclear, ongoing conflicts have led to a decline in motivation, the work system and employees are not yet prepared to fulfill the Founder's aspirations, and there is a prolonged conflict over authority.

Keyword: Adizes; Corporate Life Cycle; CAPI; PAEI