



## DAFTAR ISI

HALAMAN PENGESAHAN .....	i
HALAMAN PERNYATAAN.....	ii
KATA PENGANTAR.....	iii
DAFTAR ISI .....	v
DAFTAR TABEL .....	vii
DAFTAR GAMBAR .....	viii
DAFTAR LAMPIRAN .....	ix
INTISARI.....	x
ABSTRACT .....	xi
BAB I .....	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah.....	7
1.3 Pertanyaan Penelitian .....	8
1.4 Tujuan Penelitian .....	8
1.5 Manfaat Penelitian.....	8
1.6 Lingkup Penelitian.....	9
1.7 Sistematika Penulisan.....	9
BAB II.....	11
2.1 Transformasi Digital.....	11
2.2 <i>Technology Readiness Index</i> .....	15
2.3 Manajemen Perubahan .....	19
2.4 ADKAR Model .....	25
2.4.1 <i>Awareness</i> .....	26
2.4.2 <i>Desire</i> .....	27
2.4.3 <i>Knowledge</i> .....	28
2.4.4 <i>Ability</i> .....	29
2.4.5 <i>Reinforcement</i> .....	30
2.4.6 <i>Aktivitas ADKAR</i> .....	31
2.5 Penelitian Terdahulu .....	33



BAB III.....	37
3.1 Metode Penelitian .....	37
3.2 Kerangka Konseptual Penelitian.....	38
3.3 Sumber Data.....	39
3.4 Metode Pengumpulan Data .....	40
3.4.1 Kuesioner .....	40
3.4.2 Wawancara.....	41
3.4.3 Studi Pustaka.....	42
3.5 Analisis Data .....	42
3.6 Profil Perusahaan .....	45
BAB IV .....	47
4.1 <i>Technology Readiness</i> PT. ABC.....	47
4.2 Penilaian ADKAR PT. ABC .....	58
4.2.1 Penilaian ADKAR Divisi IT .....	59
4.2.2 Penilaian ADKAR Divisi <i>Finance/accounting</i> .....	63
4.2.3 Penilaian ADKAR Divisi <i>Purchasing</i> .....	68
4.2.4 Penilaian ADKAR Divisi <i>Marketing</i> .....	72
4.3 Strategi Transformasi Digital melalui Wawancara Semi-Terstruktur.....	76
4.3.1 Analisis Konten Topik <i>Awareness</i> .....	77
4.3.2 Analisis Konten Topik <i>Desire</i> .....	83
4.3.3 Analisis Konten Topik <i>Knowledge</i> .....	86
4.3.4 Analisis Konten Topik <i>Ability</i> .....	92
4.3.5 Analisis Konten Topik <i>Reinforcement</i> .....	97
4.4 <i>Roadmap</i> Transformasi Digital PT. ABC.....	100
BAB V.....	106
5.1 Kesimpulan .....	106
5.2 Saran.....	107
5.3 Keterbatasan Penelitian .....	108
DAFTAR PUSTAKA.....	109