

# **ANALYSIS OF DIGITAL TRANSFORMATION STRATEGY IN MANUFACTURING COMPANY CASE OF PT BAKRIE PIPE INDUSTRIES**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by  
**BAGAS RADITYA PUTRA**  
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to  
**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
2023**



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**AUTHORIZATION**

**ANALYSIS OF DIGITAL TRANSFORMATION  
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