

TABLE OF CONTENTS

COVER.....	i
APPROVAL OF THE ADVISOR.....	ii
STATEMENT.....	iii
PREFACE.....	iv
TABLE OF CONTENTS	v
TABLE OF FIGURES.....	vi
TABLE OF APPENDIX.....	viii
ABSTRACT	ix
CHAPTER 1	1
1.1. Background.....	1
1.2. Research Question.....	6
1.3. Research Objectives.....	6
1.4. Research Contribution.....	7
1.5. Scope of Research.....	8
CHAPTER 2	9
2.1. Sustainability.....	9
2.2. Digital Transformation.....	11
2.3. Sustainability Through Digital Transformation.....	13
2.4. Research Gap	16
CHAPTER 3	19
1.1. Research Design.....	19
1.2. Data Collection Method	19
1.2.1. Source of Data	20
1.2.2. Data Collection Process.....	21
1.3. Research Location.....	21
1.4. Research Instrument.....	21
1.5. Analysis Method	22
CHAPTER 4	23
4.1. Result.....	23
4.1.1 Gojek's History and Digital Industry Development in Indonesia	23
4.1.2 Gojek's Sustainability Vision.....	25
4.1.3 Gojek's Digital Transformation	31
4.1.4 Gojek's Digital Transformation Impacts on Sustainability	41

4.2.	Discussion	59
4.2.1.	Gojek's Digital Transformation Opportunity and Challenge	63
CHAPTER 5	66
5.1	Conclusion.....	66
5.2	Implication	67
5.3	Limitation.....	68
5.4	Recommendation.....	69
5.5	Future Research Direction.....	71
REFERENCES	73
APPENDIX	81