

## **ABSTRACT**

*Digital transformation has become an inevitable strategic necessity in facing the dynamics of the global tourism industry, including for PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko (PT TWC). This study aims to analyze the implementation of PT TWC's digital transformation using the McKinsey 7S Framework as the main analytical tool to assess the alignment of seven internal organizational elements in supporting the company's transformation into a world-class Destination Management Organization (DMO). This research employed a descriptive qualitative method with data collected through in-depth interviews, document studies, and observations. The results indicate that PT TWC's digital transformation has been systematically implemented through the enhancement of information technology Systems, development of human resource competencies, changes in organizational culture, and adjustments in organizational Structure. Nevertheless, several challenges remain, such as limitations in digital infrastructure, gaps in digital competencies among employees, and the need for integrated Systems across business units. These findings emphasize the importance of synergy among all elements of the McKinsey 7S Framework to ensure that digital transformation impacts not only technological aspects but also organizational values, leadership Style, and overall capabilities. This study is expected to serve as a practical reference for other tourism destination managers and contribute theoretically to the development of digital transformation studies in the cultural tourism sector.*

**Keywords:** *Digital Transformation, McKinsey 7S Framework, Destination Management Organization, PT TWC, Tourism Industry, Strategic Management, Information Technology.*