

ABSTRACT

Bandung Digital Telemedia is a digital marketing company whose core services include social media content creation and promotional video production. This research is motivated by a significant decline in the number of clients and revenue from June 2024 to March 2025. The issue indicates a need to evaluate the company's organizational condition and strategic direction.

The purpose of this study is to identify the Corporate Life Cycle phase of Bandung Digital Telemedia, analyze the characteristics of the current phase, and formulate an appropriate organizational restructuring strategy that enables the company to progress toward the Prime phase with a professional structure and sustainable innovation.

This study uses a qualitative descriptive method. Data collection techniques include in-depth interviews with the CEO and division managers, direct observation, and internal company documentation. The data were analyzed using Adizes' Corporate Life Cycle theory, along with the PAEI and CAPI approaches. Data validity was ensured through source triangulation and member checking.

The research findings indicate that Bandung Digital Telemedia is in the Adolescence phase, characterized by internal conflicts, an imbalanced division of tasks, centralized decision-making by the founder, and an underdeveloped formal organizational structure. The company displays a paeI role combination, with a dominant Integrator (I), an underutilized Entrepreneur (E), and concentrated authority, suggesting a need for organizational restructuring and managerial innovation training.

This study provides practical recommendations, including organizational restructuring through the development of clear SOPs and job descriptions, the formation of cross-functional teams to strengthen the Integrator role, delegation of authority from the founder to divisional management, and enhancement of the Entrepreneur role to support the company's growth toward the Prime phase.

Keywords: *Corporate Life Cycle, PAEI, CAPI, Adolescence, Strategy Management*