

ABSTRACT

In the era of digital transformation, Bandung Techno Park needs to measure its digital maturity level to ensure effectiveness in achieving strategic goals. This research aims to analyze the digital maturity model at Bandung Techno Park and formulate strategies to improve it. This study uses a descriptive quantitative method with data collected through questionnaires distributed to 39 employees of Bandung Techno Park. The results show that Bandung Techno Park is in the "Transformative" position in the digital maturity model. This means the company has stronger digital development capabilities, focuses on problems, and has a culture of innovation. This stage is the highest of all stages in digital maturity. This research contributes to the development of literature regarding the application of the Digital Maturity Model (DMM), especially in Bandung Techno Park (BTP). It is expected to enrich academic understanding of the relationship between digital transformation, innovation, and industrial competitiveness in the Industry 4.0 era.

Keywords: Digital Transformation, Digital Maturity Model, Innovation, Technology.