

# Analisis Dampak Transformasi Digital terhadap Performa di Masa Pandemi: Studi Kasus Leaderonomics Digital = Analysis on the Effect of Digital Transformation on Performance during the Pandemic: Case Study of Leaderonomics Digital

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## Abstrak

Leaderonomics bergerak di industri pelatihan dan pengembangan profesional yang sedang mengalami disrupsi yang disebabkan oleh perkembangan teknologi dan pandemi. Disrupsi ini menyebabkan pemain lama di industri tersebut terancam posisinya oleh pemain baru dengan teknologi atau pelayanan yang lebih baik. Leaderonomics tidak bebas dari ancaman tersebut dan berusaha untuk beradaptasi dengan melakukan transformasi digital. Usaha tersebut terwujud dalam pembentukan Leaderonomics Digital (LD) sebagai penyedia teknologi untuk aktivitas pelatihan dan pengembangan. Penelitian ini dilakukan untuk menganalisis apakah transformasi digital tersebut telah tepat dilakukan ditinjau dari kondisi industri pelatihan dan pengembangan profesional, performa LD dari perspektif finansial dan operasional, serta tercapainya competitive differentiation ditinjau dari rantai nilai LD. Hasil analisis menunjukkan bahwa pembentukan LD telah tepat dilakukan, performa finansial LD masih belum sesuai harapan, dan competitive differentiation masih belum tercapai dikarenakan pemasaran yang tidak efektif.

.....Leaderonomics is in the professional training and development industry which is currently experiencing disruption because of technological development and the pandemic. This disruption causes established players in the industry to be threatened by new competitors who can provide better technology or service. Leaderonomics is not free from such threat and seeks to adapt to this development through its effort to carry out digital transformation. This effort was manifested in the formation of Leaderonomics Digital (LD) as technology provider for training and development activities. This study was conducted to analyze whether digital transformation is the proper choice in terms of the conditions of the professional training and development industry, LD performance from financial and operational perspective, and the achievement of competitive differentiation in terms of LD value chain. The result of the analysis carried out in this study found that the formation of LD is the proper choice in regards to the industry's conditions, LD's financial performance hadn't met expectations, and competitive differentiation has not been achieved due to ineffective marketing.