

ABSTRAK

Perkembangan teknologi digital mendorong perusahaan logistik untuk melakukan transformasi bisnis guna meningkatkan efisiensi operasional dan kualitas pelayanan. PT Bimaruna Jaya sebagai perusahaan jasa logistik masih menghadapi berbagai kendala akibat belum optimalnya pemanfaatan platform digital dan integrasi layanan berbasis *website*, sehingga proses bisnis masih didominasi oleh penggunaan komunikasi langsung, whatsapp, telepon, dan pengelolaan data yang terpisah. Penelitian ini bertujuan untuk mengetahui kondisi proses bisnis logistik, mengidentifikasi kebutuhan perusahaan terhadap pemanfaatan *website*, menganalisis kesiapan perusahaan dalam mengadopsi *website* sebagai platform digital, serta menyusun rekomendasi pemanfaatan *website* untuk mendukung transformasi digital di PT Bimaruna Jaya. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi berdasarkan hasil observasi, wawancara, dokumentasi, dan studi kepustakaan. Hasil penelitian menunjukkan bahwa proses bisnis logistik perusahaan masih berjalan secara konvensional sehingga menimbulkan keterbatasan integrasi data dan layanan. Temuan penelitian juga menunjukkan adanya kebutuhan yang tinggi terhadap *website* terintegrasi yang mendukung informasi layanan, pemesanan digital, pelacakan pengiriman, estimasi biaya, serta pengelolaan administrasi secara terpusat. Selain itu, perusahaan dinilai telah memiliki kesiapan dari sisi manajemen dan infrastruktur, meskipun masih memerlukan penyesuaian pada aspek sumber daya manusia dan proses kerja. Oleh karena itu, pengembangan *website* logistik terintegrasi direkomendasikan sebagai langkah strategis untuk mendukung transformasi digital, meningkatkan efektivitas operasional, serta memperbaiki kualitas pelayanan logistik di PT Bimaruna Jaya.

Kata Kunci: Transformasi digital, *Website* logistik, adopsi platform digital, integrasi layanan, PT Bimaruna Jaya.

ABSTRACT

The development of digital technology is driving logistics companies to undertake business transformation to improve operational efficiency and service quality. PT Bimaruna Jaya, as a logistics service company, still faces various obstacles due to the suboptimal use of digital platforms and the integration of website-based services. Consequently, business processes are still dominated by direct communication, whatsapp, telephone, and separate data management. This study aims to determine the condition of logistics business processes, identify the company's needs for Website utilization, analyze the company's readiness to adopt a website as a digital platform, and develop recommendations for website utilization to support digital transformation at PT Bimaruna Jaya. This study uses a qualitative approach with a descriptive research type. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions and verification based on the results of observations, interviews, documentation, and literature studies. The results show that the company's logistics business processes are still running conventionally, resulting in limited data and service integration. The research findings also indicate a high need for an integrated website that supports service information, digital ordering, delivery tracking, cost estimation, and centralized administrative management. In addition, the company is considered to be ready in terms of management and infrastructure, although still requires adjustments in aspects of human resources and work processes. Therefore, the development of an integrated logistics website is recommended as a strategic step to support digital transformation, increase operational effectiveness, and improve the quality of logistics services at PT Bimaruna Jaya.

Keywords: *Digital transformation, logistics Website, digital platform adoption, service integration, PT Bimaruna Jaya.*