



2nd Global Conference on Multidisciplinary Academic Research
(GCMAR-2019), Bali, Indonesia

ISBN: 978-0-6482404-8-8

Asia Pacific Institute of Advanced Research (APIAR)

www.apiar.org.au

PRELIMINARY STUDY OF BLOCKCHAIN TECHNOLOGY FOR COMMERCIAL SERVICES DIVISION AT PT ANGKASA PURA II (PERSERO)

Tri Mulya Diraja & Reza Ashari Nasution
Institut Teknologi Bandung, Bandung, Indonesia.
Corresponding Email: tri.mulya.diraja@gmail.com

Abstract

The use of Blockchain technology has been used by a world class company in a variety of industries. In adopting new technology, it is not always smooth, but there are always obstacles and challenges to solve.

This study aims to assist PT Angkasa Pura II (Persero) to identify the factor related to adopt new technology and the right opportunities of starting points in order to success the implementation of Blockchain technology. In this research, literature is used as a reference supported by primary data and secondary data derived from the combined data between quantitative and qualitative data obtained from interviews, questionnaire/survey and field observations.

The study uses several analytical tools to determine factors related to technology adoption by using the Diffusion of Innovation (Roger, 2003), while acquiring information on where to start Blockchain technology using analytical tools Literature Review and Transformation Phase (Iansiti, M.& Lakhani, K.R, 2017).

After doing business analysis, it is hoped that this research will provide recommendations for the Proposed Model of Blockchain Technology in Commercial Services Division in order to make more effective and efficient commercial activity.

Keywords: Blockchain, Diffusion of Innovation, Transformation Phase.
