

## ABSTRACT

PT. Kereta Api Indonesia (KAI) is an institution that assessed has transformed for the better. Train operator the only one in Indonesia has experienced an increase in the current transformation momentum in 2009. The management changes were made into the main study in this study.

This research was conducted by using change management based on the transformation. While the study using a measuring instrument for Analysis of Strategies 7'S McKinsey. The element in the Analysis of Strategies 7'S McKinsey include strategy, structure, systems, shared values, style, staff and skills.

This study used a qualitative descriptive approach as the unit of analysis, while the technique of collecting data obtained through interviews with informants, documentation, and observation.

The results showed that the management changes made PT. Kereta Api Indonesia (KAI) is so detailed and involves all aspects. All the elements in the Strategy Analysis 7'S McKinsey include strategy, structure, systems, shared values, style, staff and skills have done well. The most prominent and the leadership style Ignatius Jonan during his tenure as President Director of PT. Kereta Api Indonesia (KAI).

The conclusion that can be obtained that the management changes made by PT. Kereta Api Indonesia (KAI) proved to increase performance and profits. However, the transformation may not be enough to stop here so it must proceed in accordance with the stages that have been planned. As for suggestions that can be recommended among others, figures exemplary leadership and exemplary all levels of employees and directors of PT KAI, planning gradual and sustainable development.

Keywords: Transformation, Strategy Analysis 7'S McKinsey