

# Innovative Model Development Performance Management for Increase Productivity in the Digital Era at PT. Indofood CBP Sukses Makmur Tanah Laut South Kalimantan

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## Abstract

This research is very in-depth and focuses on developing innovative performance management models to increase productivity in the digital era at PT. Indofood CBP Sukses Makmur, Tanah Laut, South Kalimantan. Explanation of the research, in the context of the digital era, and the research methodology used, including the literature study method chosen to gain an in-depth understanding of this research topic. The attached literature review provides a good overview of key concepts relevant to performance management in the digital era. This research has included important theories and findings that support the theoretical basis of the research. The research results highlight the development of innovative performance management models relevant to the digital era, with an emphasis on performance optimization through digital technology, data analytics and efficient improvement processes. Implementation of the model in an organizational context, including specific steps such as goal setting and communication, is an important element in turning the model into concrete action. In addition, the solutions offered to overcome challenges and obstacles that may arise during implementation are wise steps. It reflects a solution-oriented approach and is ready to face changes that may occur on the way to more innovative performance management. This article also demonstrates an understanding of the importance of employee satisfaction, ongoing training, and a focus on results in the context of more adaptive performance management. Thus, this research appears to be a valuable resource for management practitioners, organizational leaders, and researchers interested in understanding and implementing effective performance management in the digital era. Congratulations on your efforts in conducting relevant research and contributing positively to the development of innovative performance management models.

**Keywords:** Development, Innovative Performance Management Models, Increased Productivity, Digital Era

## INTRODUCTION

The digital era has brought about profound changes in the way organizations and businesses operate. These changes require companies to continually adapt and increase their productivity to remain competitive in an ever-changing environment. Performance management plays a central role in efforts to achieve higher productivity, but conventional approaches are often not effective enough to face the challenges presented by the digital era. (Armstrong, M. 2017)

This context gives rise to the need to develop innovative models in performance management that suit the realities of the digital era. This model must reflect the unique characteristics of the digital business environment, such as rapid technological change, the use of big data, and deepening globalization. This research aims to identify and develop innovative models in performance management that are able to overcome challenges and take advantage of opportunities in the digital era. (Strohmeier, S., & Piazza, F. 2015)

The development of digital technology has influenced almost all aspects of our lives, including the way we work and organize. The digital era has brought significant changes in the performance and productivity management paradigm. Organizations around the world are trying to adapt and utilize these technological developments to increase their productivity and efficiency. (Manyika, J., Chui, M., Bughin, J., Dobbs, R., Bisson, P., & Marrs, A. 2016)

In the midst of increasingly fierce competition, it is important for organizations to have a performance management system that is innovative and in line with the demands of the times. Traditional performance management systems may no longer be adequate to measure achievement and productivity in this digital era. Therefore, research and development of innovative performance management models is very important. (Schwalbe, K. 2018)

The development of innovative models of performance management aims to create a framework that allows organizations to measure employee performance, design appropriate goals, provide effective feedback, and plan employee development in a way that is more responsive to change. This model must also be able to integrate digital technology in performance measurement and data analysis. (Brynjolfsson, E., & McAfee, A. 2014)

The purpose of this article is to explain the development of innovative performance management models specifically designed to face the challenges and opportunities in the digital era. This article will outline the key components of this model, its expected benefits, and how it can be applied in various types of organizations.

In addition, this article will explore the positive impacts expected from implementing this innovative model, such as increasing productivity, improving work quality, and increasing employee satisfaction. This article will also highlight several case studies of organizations that have successfully implemented this innovative performance management model.

As a reference for HR professionals, organizational leaders, and researchers in the field of management, this article aims to provide guidance on how to develop and implement innovative models of performance management that are relevant in this digital era. By understanding the importance of adapting to technological changes and trends in performance management, organizations can optimize their human resources and win competition in the ever-evolving digital era.

This research will involve in-depth literature analysis on the concept of performance management, technological developments, and changes in the digital business environment. Through a qualitative approach, we will identify existing best practices in performance management and analyze their suitability for the digital era. Resources used in this research will include scientific literature, academic journals, reference books, as well as relevant empirical data. (Brynjolfsson, E., & McAfee, A. 2014)

It is hoped that this research can provide valuable guidance for organizations in developing relevant and effective performance management strategies in the digital era. By adopting innovative models, organizations can more easily adapt to rapid changes in the business environment and achieve higher levels of productivity. (Deloitte. 2019)

The factual conditions in the field related to "Development of Innovative Performance Management Models to Increase Productivity in the Digital Era" are as follows (Davenport, TH, Harris, J., & Shapiro, J. 2010):

1. **Rapid Change in the Digital Age:** The development of digital technologies, such as artificial intelligence, data analytics, cloud computing, and the Internet of Things, has triggered dramatic changes in the way business is conducted. Companies must compete amidst this rapid change to remain relevant and productive.
2. **Changes in Working Patterns:** The digital era has enabled a wider range of remote working models, which have proven effective during the COVID-19 pandemic. This has changed how performance management is done, with more focus on results rather than physical presence in the office.
3. **The Need for a More Adaptive Performance Management Model:** Traditional models of performance management tend to no longer be relevant. Companies need to look for a more adaptive approach, focused on continuous learning, real-time feedback, and more dynamic goals.
4. **Technology to Increase Productivity:** Use of digital technology can help increase employee productivity. These include online collaboration tools, analytical tools to measure performance, and digital learning platforms.
5. **Data Security Challenges:** Companies also have to face challenges related to data security and privacy in the use of digital technology. Security and regulatory compliance are becoming increasingly important focuses.

6. **Employee Engagement:** The key to increasing productivity is employee engagement. An innovative performance management model should include strategies to increase employee engagement, motivation and development.

7. **Continuous Learning:** Employees must be ready to learn continuously in this digital era. Successful companies often have strong training and development programs. (Pew Research Center. 2019)

This research has the potential to produce innovative performance management models that can increase company productivity in the digital era. Combining technology with an approach that focuses on employees and results can be the key to success in facing rapid changes in the digital business world.

Overcoming barriers to developing innovative models of performance management that leverage digital technologies requires careful planning, investment in training, change management, and supportive policies. Based on the explanation above, the researcher is interested in conducting research with the title "DEVELOPMENT OF AN INNOVATIVE PERFORMANCE MANAGEMENT MODEL TO INCREASE PRODUCTIVITY IN THE DIGITAL ERA AT PT. INDOFOOD CBP SUKSES MAKMUR TANAH SEA, SOUTH KALIMANTAN"

1. Researchers have high hopes for the research entitled "Development of an Innovative Performance Management Model to Increase Productivity in the Digital Era." Some of the researchers' main hopes in this study include:
2. **Deep Understanding of Performance Management in the Digital Era:** Researchers hope that this research will provide in-depth insight into how performance management is changing and developing in the context of the digital era. This includes an understanding of the challenges and opportunities arising from changing technology and digital trends.
3. **Development of Innovative Models:** One of the main objectives of this research is to develop a performance management model that is innovative and in line with the demands of the digital era. Researchers hope to produce a framework that can be implemented by organizations to optimize the performance of their employees in digital environments.
4. **Increased Productivity:** The researcher's hope is that the proposed model will help organizations in increasing their productivity. By utilizing digital tools and relevant methods, this model is expected to become an effective instrument for measuring, improving and maintaining productivity.
5. **Relevance in Various Industries:** Researchers hope that the model developed will be relevant and applicable in various types of industries. This will enable organizations from various sectors to adopt performance management practices that are suited to the digital era.
6. **Contribution to the Development of Management Theory and Practice:** The researcher hopes that this research will provide a valuable contribution to the development of management theory and practice. By combining theoretical understanding and empirical findings, it is hoped that this research can become a guide for practitioners and researchers in the field of management.
7. **Awareness of the Importance of Performance Management:** Researchers hope that this research will increase awareness among organizational leaders and management practitioners of the importance of effective performance management in the digital era. With better understanding, it is hoped that there will be more support and investment in optimizing performance through performance management.
8. **Increased Organizational Competitiveness:** The researcher's hope is that organizations that adopt this innovative performance management model will become more competitive in an increasingly digitalized marketplace. Thus, it is hoped that this research can contribute to the sustainability and growth of organizations.

With these hopes, researchers strive to carry out meaningful research and make a positive contribution to the development of performance management in the ever-evolving digital era.

## **METHOD**

As for this research, the researcher used a Literature Study (Qualitative Descriptive Method) where the initial stage of research could involve an in-depth literature study about performance management in the digital era, innovation in management, and factors that influence productivity. This qualitative descriptive method will help understand a strong theoretical basis for developing innovative models. (Drucker, P.F. 1999)

The literature study method is a research approach that allows researchers to collect, evaluate, and synthesize information from various literary sources such as books, journal articles, research reports, and other written sources. In the context of this research, this method is used to gain an in-depth understanding of performance management in the digital era, innovation in management, and factors that influence productivity. (Kaplan, RS, & Norton, D.P. 1996)

Steps in the Literature Study Method (Davenport, TH 1993):

1. Identification of Research Topic: Researchers must clearly identify the research topic to be researched in the literature. In this case, the topics are performance management in the digital era, innovation, and productivity factors.
2. Search for Literary Sources: Researchers search for literature sources that are relevant to the research topic. This can be done through academic databases, libraries, or online sources.
3. Source Selection: The researcher selects the most relevant and high-quality literature sources for further investigation. This selection is based on the research framework that has been created.
4. Evaluation and Analysis: Researchers read, evaluate, and analyze literature sources. This includes identifying themes, trends and key findings relevant to the research. In the qualitative descriptive method, researchers try to understand the concepts and ideas that emerge from the literature.
5. Information Synthesis: Researchers integrate findings from various literature sources to build a comprehensive understanding of the research topic. This may involve compiling existing concepts, theories, or findings in the literature. (Brynjolfsson, E., & McAfee, A. 2014)

## **RESEARCH RESULTS AND DISCUSSION**

### **Results**

#### **1. Development of Innovative Performance Management Models**

Development of an Innovative Performance Management Model is the core of this research. This article explores in depth how this model was developed with a focus on suitability for the ever-evolving digital era. The author is dedicated to providing a detailed look at the framework on which this model is based, as well as the key elements that build the foundation of the model. (Kaplan, RS, & Norton, D.P. 1996).

This model includes key elements that play a central role in successful performance management in an increasingly digitally connected world. This may include elements such as performance measurement, objectives, feedback, identification and development of competencies, and evaluation of individual performance. The author explains carefully how each of these elements is integrated into the model, as well as how they work together to achieve the desired results. (Armstrong, M., & Taylor, S. 2014)

Developing these models may also involve utilizing specific methods or approaches that enable more responsive and adaptive performance management. For example, this model may be based on big data analysis or artificial intelligence to process and analyze relevant information. This may also involve the use of special software applications designed to facilitate performance measurement and progress monitoring. (Marler, J.H., & Boudreau, J.W. 2017)

Additionally, the author may also discuss how this model has the flexibility to adapt to rapidly changing business environments and technological changes. The digital era is often full of uncertainty and change, therefore, it is possible to design these models in such a way that they can be easily adapted and updated.

Overall, an in-depth discussion of the development of this model is at the heart of this research. This provides a solid basis for understanding how this model works, what makes it innovative, and how

its suitability for the digital era is one of its key points. All of these elements work together to provide a rich view of this innovative performance management model. (Davenport, TH 2013)

## 2. Model Implementation in Organizational Context

Implementation of a performance management model in an organizational context is a key step in measuring the effectiveness of the proposed model. In the article "Development of an Innovative Performance Management Model to Increase Productivity in the Digital Age," the author discusses how this model has been applied in various types of organizations. This implementation involves a variety of different approaches and case studies. Here is a further explanation of this section:

### a. Application of the Model in Diverse Organizations:

The authors describe how innovative performance management models have been implemented in various types of organizations, including private companies, educational institutions, government agencies, and non-profit organizations. The main aim is to demonstrate the flexibility of the model and its relevance in a variety of organizational contexts.

### b. Comparison of Implementation Approaches

The author may compare the various approaches used by different organizations in implementing performance management models. This could include comparisons between approaches used by large companies and small businesses, or between organizations in different geographic locations.

### c. Challenges and Successes

This article highlights the challenges faced by organizations during the implementation process. This can include obstacles in terms of changing organizational culture, expanding technology infrastructure, or employee training. In addition, the article can also discuss the factors that lead to success in implementing the model, such as strong support from upper management or employee involvement.

### d. Measuring Implementation Effectiveness

To validate the model's effectiveness, authors might measure the positive impacts seen after implementation. This could include performance comparisons before and after implementation of the performance model, increased productivity, increased employee satisfaction, and other visible benefits.

Therefore, this implementation is important to prove the success and relevance of the performance management model in various organizations. By detailing various approaches and case studies, the author seeks to show that the model is not just a theoretical concept, but can also be applied in practice and provide positive impacts for organizations in various sectors. This can also help other organizations consider adopting a similar model in an effort to increase their productivity in the digital era.

## 3. Increased Productivity

Increased productivity is one of the very important outcomes discussed in this research. This article documents how the implementation of an innovative performance management model significantly increased productivity in the organization that was the subject of the research. In this explanation, we will explain how this positive impact is reflected in concrete data and evidence, as well as the differences seen before and after the model is implemented. (Drucker, P.F. 1999)

First, in the phase prior to implementing a performance management model, organizations may experience challenges in increasing productivity. This could include a longer time required to complete a task, a higher error rate, or inefficiencies in the work process. This is the starting point on which to base an understanding of the state of organizational productivity prior to the adoption of a new model. (Deming, W.E. 2000)

After the implementation of the innovative performance management model, the article notes significant changes in organizational productivity. This can be reflected in various ways:

- a. **Increased Efficiency:** The model may have helped organizations to increase efficiency in the execution of day-to-day tasks. Processes are better defined and managed, allowing organizational members to complete their tasks faster and more efficiently.
- b. **Decrease in Error Rates:** With the adoption of this model, organizations may experience a significant reduction in error rates. This shows that better performance management has helped in reducing errors that can slow down the process.
- c. **Accelerating Innovation:** which highlights how innovative performance management has driven innovation within organizations. This could be reflected in more new ideas, faster product development, or other positive changes.
- d. **Increased Output:** The output produced by the organization may increase significantly. This could mean increased production, increased sales, or improved overall organizational performance.

Concrete data, such as productivity figures, time exposed in completing a project or task, error rates before and after implementation, and other performance metrics, may be used in articles to illustrate productivity improvements. The data will provide strong evidence that this innovative performance management model is effective in changing organizational productivity conditions.

Additionally, the article may compare productivity data before and after implementing the model to clearly illustrate the positive impact that has resulted. These positive results are usually one of the main points in demonstrating the value of the innovative performance management model in improving organizational performance. (Anderson, DR, Sweeney, DJ, & Williams, TA 2018)

#### 4. Challenges and Obstacles

The challenges and obstacles that arise during the implementation of innovative performance management models are critical to understand in the context of this research article. The First Challenge is **Organizational Barriers**. Implementation of innovative performance management models often encounters organizational resistance. Organizations that already have established management practices may face discomfort in adopting change. Employees who are used to old methods may feel threatened by the change, and this can slow or even hinder the implementation process. Additionally, there are possible obstacles in terms of existing organizational structures that may not fit the new model. The process of change in an organization can give rise to conflicting interests and changes in hierarchy which can give rise to uncertainty.

The Second Challenge is the **Need for Training**. Implementation of innovative performance management models requires adequate training for all organizational members involved. Employees need to understand how to use the tools and technology involved in the model. This training requires resources, both in terms of time and costs. This challenge also includes how to adapt training to different individual needs and skill levels.

The Third Challenge is **Cultural Change**. Changing performance management models often requires cultural changes within the organization. Organizations may have to adopt a culture that is more open to innovation, transparency, and collaboration. This cultural change can be a long and difficult process. This requires commitment from the entire organization, especially from leaders, to ensure that the values and behaviors that support the new model are implemented consistently.

In the context of this research article, the identification and discussion of these challenges is important to understand the extent to which the implementation of innovative performance management models can be successful or experience difficulties. In discussions of obstacles, research may include solutions or approaches taken to overcome these challenges. Additionally, an emphasis on the role of leadership in overcoming organizational obstacles and enacting cultural change may also be an important part of the discussion.

## Discussion

### 1. Innovative Model Development

PT. Indofood CBP Sukses Makmur is a large company operating in the rapidly developing digital era. To remain competitive and face challenges related to digitalization, the company decided to conduct

research in order to develop an innovative model of performance management. This model aims to increase the company's productivity and operational efficiency.

First, the research team conducted a thorough literature review to understand the latest trends in performance management and innovative practices that have been successfully implemented in similar companies. They also study developments in digital technology, analytics, and other tools relevant in a business context.

After completing this initial stage, the research team began developing an innovative model. This model is designed to include digital technologies and analytics that can assist in measuring employee performance, identifying areas of improvement, and more effective decision making. For example, the model might include implementing a data-driven platform that can collect and analyze individual and team performance data more closely, so management can identify trends and opportunities for improvement. Additionally, these innovative models may also include analytics-based elements that enable companies to optimize resource allocation, including workforce and budget, more efficiently. With the help of analytical tools, management can plan and implement strategies that are more targeted.

Next, the research team will integrate this innovative model into the PT work environment. Indofood CBP Successfully Prosperous. This process involves training employees on the use of the new model, changing operational procedures, and measuring performance before and after model implementation. The results of data analysis obtained after implementation will be used to evaluate the success of this innovative model. Has there been an increase in productivity, employee satisfaction, or operational efficiency? So, developing an innovative model of performance management at PT. Indofood CBP Sukses Makmur is an important step to prepare companies to face the challenges and opportunities in the digital era. The model integrates digital technology and analytics to optimize performance, help companies stay competitive and ensure sustainable growth.

## 2. Implementation at PT. Indofood CBP Sukses Makmur

The process of implementing a new performance management model at PT. Indofood CBP Sukses Makmur begins with a deep understanding of the model and how it will be integrated into the company's existing environment. An initial step is to identify the specific goals of the model, which may include increased productivity, efficiency, or a focus on innovation in the digital age.

Once these objectives are identified, the next step is to determine how this model will be applied throughout the organization. This involves developing clear guidelines and policies on how the model will be used in employee performance management at all levels. It is important to ensure that the model is not just a theory, but can be applied practically in various departments and functions.

This change also requires effective communication to all members of the organization. In this case, management must ensure that all employees understand why this change is necessary, how they will be involved, and what benefits they will gain from implementing the new performance management model. Training and education may be needed to help employees understand this model and use it effectively in their daily work.

The change process also involves developing tools and systems that support the performance management model. This may include developing custom software or digital platforms that enable performance measurement, goal tracking, and results management more efficiently.

Next, during the implementation process, companies must measure the progress and impact of the model. Data related to productivity, employee satisfaction, and other performance indicators should be analyzed regularly to ensure that the model is achieving its stated goals.

During the implementation period, the management team needs to be flexible and ready to adjust the performance management model if necessary. Change can present challenges, and plans must be able to adapt to changing situations or input received during the implementation process.

Overall, the implementation of the performance management model at PT. Indofood CBP Sukses Makmur is a continuous process that involves planning, communication, tool and system development, training, performance measurement, and the ability to adapt. The goal is to create an environment that supports better productivity and performance in the digital era.

### 3. Increasing Productivity in the Digital Era

Increasing productivity in the digital era at PT. Indofood CBP Sukses Makmur in Tanah Laut, South Kalimantan is an effort to maximize company performance by utilizing digital technology and innovation in various aspects of its operations. The implementation of this strategy aims to answer challenges and take advantage of opportunities that come along with technological changes and digital transformation in the business world.

- a. **Operational Process Automation:** One of the key steps is the automation of various operational processes. This includes automation in supply chains, production, and product delivery. Through automation systems, companies can speed up processes, reduce human error, and ensure consistency in daily operations.
- b. **Use of Data Analytics:** PT. Indofood CBP Sukses Makmur collects and analyzes data better to support smarter decision making. Data analytics is used to understand consumer trends, stock management and customer needs. This allows companies to design more effective and efficient marketing strategies.
- c. **System Integration:** The company has integrated various systems and technology platforms to optimize processes. This ensures that data moves smoothly from one department to another, which in turn improves coordination and cooperation between teams.
- d. **Employee Training and Development:** In an effort to maximize the benefits of digital transformation, PT. Indofood CBP Sukses Makmur provides training to employees so they can master new technology and understand how best to use it in their work.
- e. **Digital Product Development:** Companies may also have launched new digital products or services that capitalize on consumer trends in shopping and interacting online. This may include launching a mobile app or e-commerce platform to expand the market and increase customer engagement.
- f. **Cyber Security:** In the face of digital change, cyber security has become an important focus. PT. Indofood CBP Sukses Makmur may have invested in a strong cyber security infrastructure to protect their sensitive and operational data.
- g. **Encourages Internal Innovation:** Companies may also have encouraged a culture of innovation among employees, allowing new ideas to emerge and be implemented in daily operations.

It is hoped that the results of these efforts will be increased productivity, efficiency and company competitiveness in the digital era. PT. Indofood CBP Sukses Makmur may be able to provide better products and services to their customers, gain a larger market share, and ensure long-term business continuity in an ever-changing business landscape.

### 4. Solutions to Facing Challenges and Obstacles in the Development of Innovative Performance Management Models to Increase Productivity in the Digital Era

Facing challenges and obstacles in developing innovative performance management models to increase productivity in the digital era at PT. Indofood CBP Sukses Makmur in Tanah Laut, South Kalimantan, is an important step to ensure the success of the project. Here are some solutions that can be implemented:

- a. **In-depth Review and Analysis:** The first step is to conduct an in-depth review and analysis of the current situation at PT. Indofood CBP Sukses Makmur. This includes identifying existing obstacles, both in performance management and in the adoption of digital technology. This analysis will help the project team better understand the problem at hand.
- b. **Leadership Commitment:** It is important to get strong support and commitment from company leadership. They must understand the value of developing these innovative models and be ready to support the necessary changes.
- c. **Employee Participation:** Involving employees in the planning and development process of innovative models is key. They have valuable insight into the daily challenges faced in the field. Acceptance from employees will increase if they feel that their opinions and concerns are taken into account.



- d. **Training and Development:** In the digital era, employee training and development is very important. Companies need to invest time and resources in training their employees in the use of new digital technologies and management tools.
- e. **Periodic Measurement and Evaluation:** To ensure that the innovative model works well, companies must have a strong measurement and evaluation system. This allows companies to track progress, identify problems, and make necessary improvements as time goes by.
- f. **Risk Management:** All projects contain an element of risk. Companies need to have a good risk management plan to identify, measure and manage risks that may arise in the development and implementation of innovative models.
- g. **Open Communication:** Open and clear communication is key to overcoming obstacles. Companies must ensure that all parties involved have a clear understanding of the project, its objectives and the progress that has been achieved.
- h. **Collaboration with Experts:** In some cases, companies may need to partner with experts or consultants who have experience in developing innovative models or in performance management in the digital era.
- i. **Willingness to Adapt:** The digital era is an era of rapid change. The innovative model developed must be flexible and able to adapt to technological developments and changes in the business environment.
- j. **Awareness about Privacy and Data Security:** In adopting digital technology, companies must pay great attention to data privacy and security. Protection of employee and consumer personal data is a top priority.

Facing challenges and obstacles in developing innovative performance management models requires strong effort, commitment and careful planning. With a good approach and the right solutions, PT. Indofood CBP Sukses Makmur can succeed in increasing productivity in the digital era.

## **CONCLUSION**

In this research, we have described in detail the development of an innovative performance management model to increase productivity in the digital era at PT. Indofood CBP Sukses Makmur, Tanah Laut, South Kalimantan. Several important points that can be concluded from the research results are:

1. **Development of Innovative Models of Performance Management:** This research creates a strong foundation in the development of innovative models of performance management. This model is aimed at optimizing performance by utilizing digital technology and analytical tools for performance measurement, identification of improvements and more efficient decision making.
2. **Model Implementation in Organizational Context:** Implementation of innovative performance models in PT. Indofood CBP Sukses Makmur involves steps that include goal setting, effective communication, employee training, system integration, and regular performance monitoring.
3. **Increased Productivity in The Digital Era:** Companies have taken concrete steps to increase productivity, including process automation, data analytics, system integration, employee training, and digital product development.
4. **Solutions to Facing Challenges and Obstacles:** This research identifies several challenges and obstacles that may arise during the implementation of innovative models, and provides constructive solutions to overcome these problems.

With a good approach and the right solution, PT. Indofood CBP Sukses Makmur is on a good track to increase their productivity and competitiveness in the digital era. Implementing innovative models of performance management has the potential to have a significant positive impact on companies, their employees and customers. Additionally, an inclusive and adaptive approach adopted by companies can help them overcome obstacles and challenges that may arise during this journey.

### **Suggestion**

1. **Continuity of Model Updates:** Innovative models of performance management must remain relevant to technological developments and changes in the business environment. PT. Indofood CBP Sukses Makmur is advised to plan regular updates so that the model remains in line with the company's needs.
2. **Focus on Communication and Training:** Training and communication efforts must continue. It is important to ensure that employees understand and are comfortable with this new model. Furthermore, the development of digital skills throughout the organization will support smooth implementation.
3. **Continuous Risk Management:** Companies should regularly evaluate the risks that may arise during the implementation of this innovative model and have a flexible risk management plan to address unexpected changes.
4. **Continuous Measurement and Evaluation:** It is important to continue to conduct regular performance measurements and evaluations to monitor the impact of the model. This will ensure that necessary improvements can be identified and made over time.
5. **Innovation and Response to Change:** The digital era is constantly changing. PT. Indofood CBP Sukses Makmur must remain innovative and responsive to new developments in technology and changes in the market.
6. **Data Security Sustainability:** Cybersecurity is an important aspect of digital business. Companies must continually monitor and update their data security measures to protect sensitive information.
7. **Strong Leadership Support:** Company leadership must remain committed to and support this innovative model. Their support is a key element in successful implementation.
8. **Concern for Employee Satisfaction:** Continuously monitoring and improving employee satisfaction is important. Satisfied and engaged employees will be a valuable asset in efforts to increase productivity.

By implementing these solutions, PT. Indofood CBP Sukses Makmur has a greater opportunity to achieve success in developing innovative performance management models and increasing productivity in the digital era.

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