

Tipe Koleksi: UHAMKA - Artikel Ilmiah

Bentuk, Sosialisasi dan Implementasi Budaya Perusahaan (Studi Tentang Budaya Organisasi PT TELKOM)

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Abstrak

Organizational culture refers to the system with the meaning held by members of an organization that distinguishes it from other organizations. This system can be defined as a set of key characteristics valued by an organization. The founders of an organization play a main role in influencing the establishment of organizational culture.

This research analyzed the organizational culture of PT Telkom, its forms, establishment process, socialization and implementation.

There are some theories used as the basis of this research, one of them is organizational culture theory. The approach used in this research was descriptive qualitative approach. According to the analysis, the organizational culture of PT Telkom is "The Telkom Way 135", 1 is for one basic assumption, "committed 2 U"; 3 is for three main values, "customer value, excellent service, and competent people"; and five for five steps of actions, "stretch the goa, simplify, involve everyone, quality is my job, and reward is be winner". It has been stated previously that the establishment process of PT Telkom was made by its founders.

The Telkom Way 135 is the organizational culture of PT Telkom should always be socialized and internalized by PT Telkom's Public Relations in order for the culture to be implemented well constantly.