

# Analisa budaya perusahaan dengan menggunakan organizational culture assessment instrument (OCAI): studi kasus pada divisi offset dan divisi converting di PT Pura Barutama = Analysis corporate culture using organizational culture assessment instrument (OCAI), case study: in offset division and converting division at PT Pura Barutama

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## Abstrak

This is descriptive quantitative research with only have one variable (univariat). The purposes of this research are to identify culture types, dominant culture type and analyze suitability between current organization culture and preferred organization culture from Offset Division and Converting Division at PT. Pura Barutama. In this research, it was used survey method of Organizational Culture Assessment Instrument (OCAI) which was developed by Kim S. Cameron and Robert E. Quinn from University of Michigan. The data analyzing technique is comparing mean value from the variables.

This research was involving 404 respondents from Offset Division and 327 respondents from Converting Division. Results of this research are as followed:

- 1) there is identical perception concerning culture types in offset division and converting division, that the forth culture types Clan, Adhocracy, Market and Hierarchy are stated by both divisions and have similar average values that is up 20.
- 2) there is identical perception concerning culture types in Pura Group refer to the offset division and converting division perceptions, that the forth culture types Clan, Adhocracy, Market and Hierarchy are stated by both divisions as Pura Group corporate cultures and have similar average values that is up 20.
- 3a.) there is no identical perception in offset division and converting division concerning current dominant culture types (culture strength) in offset division and converting division.
- 3b.) there is identical perception in offset division and converting division concerning preferred dominant culture types (culture strength) in offset division and converting.
- 4a.) there is no identical perception in offset division and converting division concerning current dominant culture type (culture strength) at Pura Group refer to offset division and converting division perceptions.
- 4b.) there is no identical perception in offset division and converting division concerning preferred dominant culture type (culture strength) at Pura Group refer to offset division and converting division perceptions.
- 4c) there is identical perception in offset division concerning current and preferred dominant culture type (culture strength) at Pura Group refer to offset division perceptions.
- 5a) there is no identical perception in offset division concerning current and preferred dominant culture type (culture strength) at offset division and current and preferred dominant culture type (culture strength) at Pura Group refer to offset division perceptions with corporate culture which was developed by the owner/founder and stated at the corporate philosophy.
- 5b.) there is no identical perception in converting division concerning current and preferred dominant culture type (culture strength) at converting division and current and preferred dominant culture type (culture strength) at Pura Group refer to converting division perceptions with corporate culture which was

developed by the owner/founder and stated at the corporate philosophy.

5c.) the difference between both divisions? culture type perceptions and the owner/founder corporate culture seems that the management has not embedded the stated corporate values, to the employees, especially in the both division.