

Evaluasi komunikasi budaya perusahaan sebagai upaya untuk pencapaian visi misi perusahaan yang lebih baik (kasus Bank DKI) = Evaluation on corporate culture communication as an attempt to achieve better vision and mission (case study Bank DKI) / Kurniawan Adikusuma

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Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini dilatarbelakangi oleh pelaksanaan nilai-nilai budaya perusahaan terkait kualitas layanan, kualitas proses, tingkat kedisiplinan, dan kepatuhan terhadap Standard Operating Procedure (SOP) pada suatu organisasi. Dengan mengambil kasus komunikasi keorganisasian di Bank DKI, tujuan penelitian adalah mengevaluasi peran komunikasi terhadap penerapan budaya perusahaan di lingkungan internal Bank DKI. Penelitian ini menggunakan teori Smith (2005) mengenai tiga tingkatan tujuan program organisasi dan teori evaluasi program komunikasi. Penelitian dengan pendekatan kualitatif melalui metode wawancara ini menghasilkan kesimpulan bahwa perlunya komitmen dari manajemen untuk fokus memperbaiki nilai-nilai budaya perusahaan dan meningkatkan kinerja bisnis melalui proses SOP yang benar dan melaksanakan fungsi risk and compliance dalam menjalankan proses bisnis.

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<b>ABSTRACT</b><br>

This research is based on the implementation of corporate culture related to service standard, process quality, disciplinary, and level of conformation of an organization's Standard Operating Procedure (SOP) in an organization. Using an organizational communication case in Bank DKI for the research sample, the goal is to evaluate the function of communication on the implementation of internal corporate culture application in Bank DKI. This research uses Smith's Theory (2005) on the three levels of organizational program and communication evaluation. Using qualitative approach utilizing interview method to a conclusion that management commitment is needed to focus on improving its corporate culture value and enhancing business productivity by implementing SOP correctly and executing risk and compliance function on business process. This research is based on the implementation of corporate culture related to service standard, process quality, disciplinary, and level of conformation of an organization's Standard Operating Procedure (SOP) in an organization. Using an organizational communication case in Bank DKI for the research sample, the goal is to evaluate the function of communication on the implementation of internal corporate culture application in Bank DKI. This research uses Smith's Theory (2005) on the three levels of organizational program and communication evaluation. Using qualitative approach utilizing interview method to a conclusion that management commitment is

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