

Strategi Direktorat Jenderal Basis Industri Manufaktur dalam merealisasikan program Kementerian Perindustrian melalui pelaksanaan pameran Direktorat Industri Kimia Hilir = The strategy of the Directorate General of Industrial Manufacturing base in the effort in the program Ministry of Industry through the implementation of the exhibition Directore Chemical Industries Downstream

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Abstrak

[Direktorat Industri Kimia Hilir memiliki tujuan untuk dapat memajukan sektor industri kimia hilir di Indonesia. salah satu cara yang dilakukan adalah dengan memfasilitasi perusahaan industri hilir dengan pameran berkala dan dilaksanakan setiap tahunnya. Pameran tersebut dilaksanakan sebagai strategi dari Direktorat Jenderal Basis Industri Manufaktur dalam merealisasikan program atau kebijakan Kementerian Perindustrian. Penelitian ini bertujuan untuk membuktikan bahwa budaya organisasi dapat dilihat dari kebijakan atau strategi yang telah dibuat oleh organisasi Direktorat Industri Kimia Hilir. Event pameran menjadi suatu kebiasaan (kegiatan rutin) dalam organisasi Direktorat Industri Kimia Hilir dan telah menjadi kebudayaan pada organisasi, sehingga event, merupakan kebudayaan organisasi Direktorat Industri Kimia Hilir.

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