

Studi komperatif interaksi komunikasi yang difasilitasi ruang dan waktu pada pegawai perusahaan bank lokal dan asing = Corporate culture: In proxemics theory perspective : The Comparative Studies of Communication Interaction by Space and time of the staff of local corporate Bank X and foreign corporate Bank Z)

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Abstrak

The world is changing at a very high speed. Changes taking place have made human anticipate them at the same manner. Global culture has become unavoidable as the impact of advanced civilization and technological advancement which, on the one hand, bring human happiness in their life. On the other hand people have to meet the requirement to be part of the global world; either they have to 'run' or 'walk slowly'.

Culture is a set of values which should be the strength to develop human life over a long period of time. Being a follower of other culture that has been a success has caused human to lose their identity over forgetting their own values and characters.

Corporate organization as part of the society also has culture values that grow along the corporate development. Each corporate always (or should) has its own culture, strong or weak. The stronger the cultures the more potential the corporate has in order to survive and succeed over time. Thus, the development of corporate value will be useful to meet the company objectives and gain benefits.

Each communication interaction taking place always takes up spatial dimension. People create their living environment by organizing their bed .and sitting area, furniture, house until their city. Gradually, the living environment will create back the way people live which include communication among people within. Characteristics of culture are reflected in the behavior of the people within the culture.

However, space as the external factor in communication is often ignored. There have only been several research and studies on space facilitated communication. Every culture uses space in various different ways. Environment plays an important role in communication and shaping communication behavior in a small scope. Therefore, it will be interesting to look at the culture concepts of a society (in this case is Bank - corporate).

This research helps us to better understand the different culture contexts. The mindful, communication also helps us to be successful communicators across cultures which in the end will increase quality production and avoid conflicts and culture shock.