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*Internal Communication Management in the Implementation of
Work Culture in PT BRI (Persero) Tbk Head Office – Jakarta*

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ABSTRACT

Corporate work culture is one of the internal factors that affect the bank management and operational strategies related to the bank. In the work culture needed to implement a good communication and continuous in order to create an equality, solidarity in the public act of its internal (employees reciprocally). As one of the companies engaged in banking services, PT BRI (Persero) Tbk Head Office understands that the future challenge will be more severe. Lack of commitment from the Board of Directors of BRI to apply corporate values that form the basis to think, act and behave for every human PT BRI (Persero) Tbk to become the company's working culture and solid character. Based on this, the problems that were examined, namely: "How can the management of internal communication in the implementation of the work culture in PT BRI (Persero) Tbk Head Office Jakarta?"

Using the theory related to organizational communication and organizational culture. This research uses a qualitative perspective with a case study method in order to find understanding the meaning of embodiment raised values Culture of BRI. Data collection techniques in the form of primary data that is observation and interviews, secondary data, the study of the literature.

The results of research in the field shows the interactions that occur between employees and management in a reciprocal and fellow employees in realizing the basic values (core values) of the working culture (corporate culture) approach is conducted through formal and informal, and have been able to create communication two directions. Media is considered effective for the delivery of information in general is face to face, such as the reading time of prayer together every morning, sharing / informal meetings, meetings, discussions or direct requests from the head of department (led) to the employee table.