

ABSTRAK

Judul : Strategi Komunikasi Budaya Kerja Dalam Mempertahankan Citra Dan Produktivitas kerja Karyawan (Studi Kasus Pada Kantor Pusat PT. Bank Tabungan Negara Jakarta)

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Jenjang Pendidikan : Strata Dua (S2)

Program Studi : Magister Ilmu Komunikasi

Konsentrasi : Corporate & Marketing Communication

Bibliografi : 122 halaman isi dan 51 halaman lampiran

Strategi komunikasi budaya kerja dalam mempertahankan citra dan produktivitas kerja karyawan PT. Bank Tabungan Negara, implementasi budaya kerja Bank BTN terhadap citra dan produktivitas kerja karyawan serta pemahaman dan pelaksanaan budaya kerja Bank BTN dalam mempertahankan citra dan produktivitas kerja karyawan Bank BTN.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus untuk mengetahui gambaran pelaksanaan budaya kerja Bank BTN melalui wawancara dan observasi.

Hasil penelitian ini menyatakan bahwa karyawan Bank BTN telah memahami dan melaksanakan budaya kerja Bank BTN dengan baik, sehingga dari pelaksanaan budaya kerja Bank BTN tersebut oleh seluruh insan Bank BTN, Bank BTN dapat mempertahankan citra dan produktivitas kerja karyawan, sehingga nasabah Bank BTN tetap percaya terhadap Bank BTN nasabah Bank BTN merasa bangga menjadi nasabah Bank BTN dan telah merekomendasikan Bank BTN terhadap kerabat dan rekan nasabah Bank BTN.

Kata kunci strategi, komunikasi, budaya kerja, citra, dan produktivitas kerja

ABSTRACT

Title : *Cultural Communication Strategies Work In Image And Retain Employees working Productivity (A Case Study At Head Office PT. Jakarta State Savings Bank)*

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Communication strategy in the maintaining the image of the work culture and employee productivity PT. State Savings Bank, Bank BTN implementation of the work culture of the image and employee productivity as well as understanding and implementation of workplace culture in maintaining the image of Bank BTN and BTN Bank employee productivity.

This study used a qualitative approach to the case study method to know the description of the implementation of Bank BTN culture through interviews and observations of the way.

The results of this study stated that the employees of Bank BTN has to understand and carry out the work culture of Bank BTN well, so that the work culture of the implementation of Bank BTN is by all beings Bank BTN, BTN bank can maintain the image and employee productivity, so that customers of Bank BTN still believe in Bank BTN BTN Bank customers feel proud to be a customer of Bank BTN and BTN Bank has recommended to clients and colleagues kerabat Bank BTN.

Keyword *strategy, communication, culture, image, and labor productivity*