

# 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 Directorate 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.

.....Directorate of lower chemical industry has a goal to be able to advance the chemical industry sector lower in Indonesia. One way to do is by facilitating downstream industries companies with periodic exhibition and implemented each year. The exhibition is implementes as a strategy of the Directorate-General of Industrial Manufacturing Base in the effort to the program or policy of the Ministry of industry. This research aims to prove that organizational culture can be seen from policies or strategies that have been made by the organization of the Directorate of Industrial Chemicals downstream. Event exhibition become a habit (routine) in the organization of the Directorate of the State of the Chemical Industry and has become a culture in the organization's culture Directorate Chemical Industries Downstream., Directorate of lower chemical industry has a goal to be able to advance the chemical industry sector lower in Indonesia. One way to do is by facilitating downstream industries companies with periodic exhibition and implemented each year. The exhibition is implementes as a strategy of the Directorate-General of Industrial Manufacturing Base in the effort to the program or policy of the Ministry of industry. This research aims to prove that organizational culture can be seen from policies or strategies that have been made by the organization of the Directorate of Industrial Chemicals downstream. Event exhibition become a habit (routine) in the organization of the Directorate of the State of the Chemical Industry and has become a culture in the organization's culture Directorate Chemical Industries Downstream.]