

Ritual dalam organisasi bank : kajian mengenai budaya organisasi pada PT. Bank Rakyat Indonesia, Tbk. Parung-Bogor, Jawa Barat

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Abstrak

This dissertation focuses on corporate organization culture. Through the case study conducted on PT. Bank Ralcyat Indonesia, Tbk, Parung unit, Bogor, West Java, this dissertation presents problems concerning the mechanism of realizing corporate organization culture, specifically with regards to the social relations within the company and its working environment.

Based on the result of the research, conducted from January to June 2005, using participatory observation and in-depth interviews as the main methods of data collection, this dissertation describes how values and nouns of t.he company are socialized and internalized through various activities. These activities, which are ritualistic in nature, develop, maintain and strengthen solidarity and working order in the company, as well as the loyalty and interest of the company's customers.

For an organization, values are regarded as determinants of the character of the organization. With the existence of values, the members of the organization create an identity for themselves. This feeling of togetherness what renders the values effective.