

# Keterlibatan Intern dalam Melakukan Sosialisasi Budaya Organisasi kepada Karyawan melalui Program Kerja Performance Review: Refleksi Kegiatan Magang di Perusahaan Stockbit & Bibit = The Involvement of Intern in Socializing Organizational Culture Towards Employees through Work Performance Review: Reflection of Internship within Stockbit & Bibit

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## Abstrak

Budaya organisasi merupakan faktor penting yang menentukan keberhasilan sebuah organisasi atau perusahaan. Di dalam budaya organisasi, terkandung sistem makna berupa prinsip nilai yang berfungsi mengatur individu untuk berperilaku sebagaimana mestinya selama menjadi anggota organisasi. Maka, penting bagi organisasi untuk memberikan pemahaman budaya organisasi kepada anggotanya melalui sosialisasi, terlebih kepada anggota baru. Makalah ini merupakan bentuk refleksi pengalaman magang saya selama lima bulan (Juli 2021-Desember 2021) sebagai divisi Culture Engagement di Stockbit & Bibit. Penulisan akan berfokus pada bagaimana cara sosialisasi budaya organisasi yang dilakukan dalam program kerja performance review. Budaya organisasi di Stockbit & Bibit terdiri dari lima culture DNA, yaitu Creativity & Innovation, Continuous Improvement, Take Ownership, Team Collaborations dan Customer Obsession. Hasil akhir menunjukkan bahwa cara sosialisasi budaya organisasi yang dilakukan dalam program kerja performance review menggunakan sistem rewards (penghargaan) dan punishment (hukuman). Rewards dan punishment menjadi cara sosialisasi yang efektif karena anggota baru memiliki pengalaman dalam berbagai jenis perilaku anggota lainnya yang sudah lebih dahulu ada di dalam organisasi. Karyawan baru di Stockbit & Bibit dapat mengetahui perilaku yang perlu dilakukan sesuai dengan peran, fungsi, dan tanggung jawabnya dengan memahami budaya organisasi yang berlaku melalui proses sosialisasi.

.....Organizational culture is a determining factor in the overall success of a company. Within the organization culture, there are set values that governs how an individual functions according to their respective roles within an organization. Thus, it is essential for an organization to educate its members on organizational cultures, especially towards its new members. This paper is written as a reflection of the writer's experience during their five-month internship (July 2021-December 2021) as a member of the Cultural Engagement Division of Stockbit & Bibit. This writing focuses on how organizational culture is socialized in the performance review work programme. Organizational culture in Stockbit & Bibit consists of five cultural DNAs, which are Creativity & Innovation, Take Ownership, Team Collaborations and Customer Obsession. The conclusion shows that the socialization method used by the company is by rewards & punishments. Rewards and punishments are shown to be an effective way of socializing the company's organization culture as new members are able to learn from the experiences of senior employees. Newer members of the company are subsequently able to act accordingly based on their roles, function, and responsibilities by understanding the company's organization culture.