



UNIVERSITAS INDONESIA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
DEPARTEMEN ILMU ADMINISTRASI
PROGRAM SARJANA EKSTENSI

ABSTRACT

Lenny Ariesta (0905231618), *Persepsi Karyawan atas Budaya Organisasi pada GraPARI Telkomsel Jakarta Timur* + 120 pages + 47 tables + 9 pictures + 32 books + 3 additions

Human being become the essential element in the organization. Organization needs human being to achieve its goals. On the other hand, human being also needs organization as the place, to fulfill its not only material but also immaterial needs. One thing of immaterial needs that employees want is the actualization of positive organization behavior. Basically, organization put its concern comprehensively on organization behavior so that the primary goal can be really achieved.

This research question is how the employees' perception toward the implementation of corporate culture at PT. Telekomunikasi Selular? The kinds of research is quantitative approaches and sampling method that used is purposive sampling. The amount of sample is 20 employees.

The result shows that the employees have positive perception toward corporate culture which created in PT. Telekomunikasi Selular. The corporate culture is quite good with the strong culture.

The successful organization which is able to manage its human resources with balance and innovation. One of human resources management is through implementation of organizational culture. Employees' positive perception about organizational culture and increase employees' performance.