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ABSTRACT

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The Analyze of Corporate Culture's Socialization, at Kinderfield (Preschool & Kindergarten), Tebet, 78 pages + 3 pictures + 7 enclosures + 30 bibliographies (1987-2008)

An Organization which have a strong and deep of corporate culture, surely consist of highly motivated and committed individuals. Those individuals will sacrifice themselves for organization purpose. This is exactly what an ideal condition that were hoped for by all leaders, so that no extra effort needed to drive their worker and no need for a monetary instrument to boost their pace. That's why strong organizational culture is an effective yet efficient to control human behavior. Kinderfield is one of educational organization that emphasize on their teacher's quality. That's why Kinderfield's cultural socialization became important unseparated point from development of it's teaching forces. Cultural socialization flow from a lower on group or organization to a lower level. Sometimes there were several hindrances and obstacles. Fue to that imperfection in cultural socialization cause bad effect to Kinderfield, such as lack of proper understanding of cultural values by the teachers and could disturb teaching- learning activities.

In this research, the researcher use qualitative approach. To get all the data and information, researcher use deep interview on multiple sources, field observation and librarial study. Reseaercher interviewed several sources, among them are two representative from Top Management, two from Managerial Class and Three teachers. They cover the whole Kinderfield population.

Based on result of the research on socialization process in KInderfield we can conclude that socialization in Kinderfield runs well done, despite all of hindrances and abstacles on the process which is slow understanding of several teacher. From interviews, teachers learn cultural values in story and ritual forms. Top Management's sensitivity is needed in socialization process to ensure it still walk within allowable borders so that organizational target can be achieved which is good work productivity, high commitment and low rate of resigning workers.