

ABSTRACT

The Analysis of Organization Culture Used Organizational Culture Assessment Instrument (OCAI) Method at PT. New Ratna Motor (Nasmoco) Semarang. This research was done to know about organisational culture this time at PT. New Ratna Motor (Nasmoco) Semarang, to know organization culture that be wanted in two years later at PT. New Ratna Motor (Nasmoco) Semarang, to conclude appropriate recommendation to reach organisational culture that be wanted at PT. New Ratna Motor (Nasmoco) Semarang.

The research was done by data collecting method such as questionnaire, observation and literature study. Whereas, the analyze way is OCAI instrument, where the respondents were asked to fill questionnaire about organisational culture at this time and organisational culture in two years later (that be wanted). The respondents in this research were 50 persons, that they are PT. New Ratna Motor (Nasmoco) Semarang employees.

According to the result of this research that there are similarity of perception between leader and employees that the dominant organisational PT. New Ratna Motor (Nasmoco) Semarang are clan culture, whereas according to leader that organisational culture for two years later will decrease on clan and increase on market culture.

Key word : Organization Culture, Organizational Culture Assessment Instrument (OCAI)