

## **ABSTRACT**

*Organizational culture has a very important role for the company. Organizational culture can be said to be good if it is able to influence all its members to contribute to productivity and effective performance. In connection with the culture of the Bank of Central Java has a goal that employee behavior in accordance with the values that have been mutually agreed upon as a cultural guideline of the Bank of Central Java to achieve goals.*

*This study has the aim of analyzing organizational culture using the Organizational Culture Assessment Instrument (OCAI) at the Central Java Bank in particular the Kudus Branch. This study provides policy implications for the Central Branch of the Bank of Central Java in order to know the current and expected culture so that it can be done to maintain the proper balance of organizational culture in facing global challenges and meet the expectations of the Central Branch of the Bank of Central Java.*

*In this study using qualitative methods, using OCAI (Organizational Culture Assessment Instrument) research instruments. qualitative methods with in-depth interviews, observation and triangulation. Sampling with 86 questionnaires and research informants totaling 8 people. The overall results of the combined OCAI score between leaders and staff/ subordinates of the Central Java Bank of Kudus Branch at present are adhocracy (35.69), market (29.43), hierarchy (20.2), clan (14.68). The expected culture with the highest ranking score is clan (30.29), adhocracy (26.01), hierarchy (23.12), market (20.58). Based on the results of the study, it is necessary to change cultural internally and increase cultural values at the Kudus branch of the Central Java Bank.*

*Keywords: Organizational Culture, Organizational Culture Analysis, Mapping Organizational Culture, Organizational Culture Change, OCAI.*