

ABSTRACT

This thesis contains a discussion related to the implementation of collaborative culture in Jasa Marga as Person in Charge (PIC) when the Pasar Rakyat dan Bazar UMKM BUMN in Kuningan District. Collaborative culture is one component of AKHLAK cultural values (Amanah, Competent, Harmony, Loyal, Adaptive, and Collaborative). Pasar Rakyat dan Bazar UMKM BUMN is a corporate social responsibility (CSR) program of the Ministry of BUMN.

This thesis research adheres to the post-positivism paradigm as the basic guide for researchers in compiling this research procedure. The research method used is a qualitative research method to describe research problems easily through exploring a certain concept or phenomenon. There are two collection techniques used in this thesis research, namely interviews involving 3 informants, and documentation as proof of the truth of a phenomenon. Data analysis techniques used in this thesis research are data reduction, data presentation, and conclusion drawing.

This study aims to describe and explain the implementation of Collaborative culture between Jasa Marga and 9 other BUMN companies in Pasar Rakyat and Bazar UMKM BUMN. This thesis research results show that the collaborative culture implemented by Jasa Marga as the coordinator of the Pasar Rakyat dan Bazar UMKM BUMN activities is in accordance with the concept of synergistic collaborative culture. The concept of synergistic collaborative culture is a corporate culture concept formed directly by the Ministry of BUMN by paying attention to three main behaviors, namely; first, Provide opportunities for all parties to contribute; second, Open in working together to generate added value; Third, mobilize the utilization of various resources for common goals.

Keywords: *AKHLAK BUMN, Collaborative Culture, Corporate Culture, Corporate Social Responsibility.*