

ABSTRACT

Organizational Culture is a system of organizational values shared by members of an organization which then influences the way they work and behaves from members of the organization that differentiate an organization from another organization. This study aims to determine the implementation of CV Pride n Joy Bandung Organizational Culture and find out the type of organizational culture embraced by CV Pride n Joy Bandung.

Human Resource Management is a science and art which includes in dealing with various issues on the scope of the employees, workers, managers, and all of the labor that sustains all activities of the organization The method used in this research is quantitative with the type of descriptive analysis research. Respondents in this study were 95 permanent employees of CV Pride n Joy Bandung by taking samples with saturated sample technique.

The results of this study, it is known that Clan culture is in a strong position with a percentage of 63.38%, then the Adhocracy culture is in a strong position with a percentage of 68.60%, then Market culture is in a strong position with a percentage of 68.68% , and Hierarchy culture is also in a strong position with a percentage of 69.25%. This indicates that the four organizational cultures have been implemented well in CV Pride n Joy Bandung.

The conclusion from the results of this study is, there is one organization culture with the highest percentage in CV Pride n Joy Bandung at the moment is Organizational Culture with the type of Hierarchy culture with the largest percentage valued at 69.25%.

Keywords: *Organizational Culture Clan, Adhocracy, Market, and Hierarchy, Human Resources.*