

## **ABSTRACT**

*The global broadcasting industry is currently providing a great opportunity for industry players as the number of mobile radio listeners and the entertainment and media market increases. This makes greater open market opportunities in the radio industry. To be able to respond to the growing competition, companies must be balanced with the quality of their employees' performance. By way of instilling organizational culture through organizational socialization. One of the stages in organizational socialization is the metamorphosis stage. As well as the components of organizational culture, one of them is the behavioral element. The data collected were 30 respondents obtained from all employees of PT. Radio Candrika Widya Swara Bandung. The results of the t-test analysis and coefficient of determination show that organizational socialization of organizational culture gets a t-count of 9,335. Then the results of  $t_{count} > t_{table}$  are  $(9,335 > 2,048)$  and significance is  $0,000 < 0,05$  so  $H_0$  is rejected and  $H_a$  is accepted. So that it can be concluded that organizational socialization has a positive and significant influence on organizational culture.*