

ABSTRACT

Organizational communication is a way to convey messages, especially messages of organizational culture itself within the scope of the organization AIESEC Local committee Bandung. This study uses three sub-variables of organizational communication flow, namely upward communication, downward communication, and horizontal communication to see how the influence of organizational communication flows on the core values of AIESEC organizational culture values. The audience in this study were members of the AIESEC local committee Bandung committee. The research method used in this study is a quantitative approach because this research is based on the philosophy of positivism and research data in the form of numbers and analysis using statistics (Sugiyono, 2014: 7). Furthermore, the paradigm in this study uses the positivism paradigm. This study has two descriptive problem formulations and one associative problem formulation (Sugiyono, 2014: 42), so this paradigm is used in this study. This study shows that there is an influence between organizational communication on organizational culture Aiesec values, based on the results of the partial test (t-test) with the results of 10,174. This result is greater than the provision for the t-table value that has been determined in the study, which is 3.645. Therefore, it can be concluded that H0 is rejected and H1 is accepted, which means that the flow of organizational communication affects the core values of AIESEC organizational culture values. Furthermore, the simple linear regression test results obtained positive regression values, which means that the effect is a positive influence. Finally, the results of the coefficient of determination test showed that the influence of organizational communication flows on the core values of organizational culture Aiesec values was 51.6%.

Keywords: Organizational Communication Flow, Organizational Culture, Organizational Culture Core Values Organizational Culture AIESEC Values, AIESEC.