

ABSTRACT

The implementation of organizational culture in start-up is of great concern to the public, especially the current generation, because they are considered to have a cultural tendency that is more flexible compared to companies in general. However, based on survey data, it shows that 91% of employees at start-ups choose to consider resigning from the company, one of the reasons is related to culture and flexibility. Unlike the case with Start-up NoLimit which pays attention to organizational culture so that it is well regarded by its members. The purpose of this research is to find out the application of organizational culture to NoLimit Start-Ups so as to create a good work environment amidst a heavy workload. This research uses a qualitative approach with a descriptive research type. Then data collection techniques in the form of observation, interviews, and documentation. This study uses the theory of organizational culture elements put forward by McKenna and Beech (2004: 15) which includes artifacts, espoused values, and basic underlying assumptions. The results of this study can be concluded that Start-up NoLimit has its own way of implementing elements from each culture. In artifacts, NoLimit has inserted the impression of transparency, comfort, serenity, trust and kinship. Then for espoused values in the form of the NoLimit tagline with the application of culture through activities that involve members. For basic underlying assumptions, namely in the form of discipline and good communication.

Keywords: flexibility, organizational culture, start-up