

ABSTRACT

Every organization certainly has its own culture that is embraced by all members of the organization, as well as agencies and companies. The organizational culture plays a role in many aspects of organizational life. An example of this aspect is organizational commitment, so that this research was created which aims to determine the role of organizational culture in increasing organizational commitment with the subject of research, namely CV Rumah Mesin. In this study a qualitative approach was used with a narrative descriptive method to find research results in the form of facts and are realistic. Based on this approach, the data in this study were obtained from interviews with one key informant and two supporting informants. The data obtained is written narratively, namely by describing the results of the research in the form of descriptive words, not numbers. The boundaries of the topic of organizational culture and organizational commitment examined in this study are elements of organizational culture and components of organizational commitment. This research concludes that the elements in organizational culture have a role in increasing the commitment of members of an organization in terms of loyalty and increasing performance in carrying out their duties as members of an organization.

Keywords: CV Rumah Mesin, Organizational Commitment, Organizational Culture, Organizational Members, Qualitative Research