

ABSTRACT

The implementation of BRI's organizational culture, namely BRILiaN Ways, is a behavioral guideline that is implemented by all BRI employees. The BRI company encourages the growth and development of its employees, which is why BRI won the special HR Asia DEI – Diversity, Equity & Inclusion Award 2023. BRI is the only state-owned company to win this award, because BRI has a code of behavior that focuses on the concept of diversity. This research aims to determine the process of implementing BRILiaN Ways organizational culture and uses a qualitative descriptive approach, with data collection techniques in the form of observation, interviews and documentation. Researchers use the theory of Mckenna and Beech (2004) which contains artifacts, espoused values and basic underlying assumptions. The results of this research can be concluded that BRI implements its culture well and has its own uniqueness in each artifact element and espoused values. However, the researchers did not find any precise findings on the basic underlying assumptions element, because the beliefs held by employees were included in the espoused values element, while the researchers examined the implementation carried out by the company, not employee perceptions.

Keywords: Organizational Culture, Code of Conduct, Banking.