

ABSTRACT

This research is research that analyzes The Secret of Luqman (TSoL) as organizational culture at the AQL Islamic School 1 Bogor educational institution. This research examines the process of designing, delivering, and receiving messages through organizational culture. This research uses a qualitative approach, a descriptive method aims to describe the process of designing, delivering and receiving messages through organizational culture. Organizational Cultural Theory and Theory Elaboration Likelihood Model used in this research is in line with the discussion in this research. The results of this research started from designing the cultural message of TSoL values at AQL Islamic School which had been designed since the beginning of the school's founding, based on the Qur'an Surah Luqman verses 12-19. The values contained in these verses are in accordance with the needs of adolescent students. These values are integrated with the four main intelligences to form a generation with morals and excellence intellectually and spiritually. The process of conveying messages is carried out through an internal communication pyramid, using the method Unfreeze – Moving – Refreezing. TSoL values are applied in formal and informal activities, supported by the involvement of parents so that this culture is maintained in the family environment. The internalization of these values creates positive changes in teachers, students and parents.

Keywords: *Education Institution, Elaboration Likelihood Model, Organizational Culture.*