

ABSTRACT

The aim of this research is to analyze the organizational culture of FMCG companies in shaping the organizational climate in the Bandung branch. This research presents an interpretive paradigm with a qualitative approach. This research explores how the company's unique values, such as integrity, collaboration, innovation, respect and excellence, shape the organizational climate felt by employees. This research uses data collection techniques through literature study, observation, and interviews. This research is motivated by organizational culture which is the basis or foundation of shared values and beliefs and has a significant influence in shaping the organizational climate. When organizational communication is carried out effectively, it contributes to the formation of an organizational climate. Amidst the fierce competition in the FMCG industry, the company stands out with its unique corporate culture. The results of this research show that a strong company culture, which is realized through open communication, contributes to a positive organizational climate, thereby increasing employee motivation and productivity.

Keywords: *Organizational Culture, Organizational Climate, Organizational Communication, FMCG, Bandung*