ABSTRACT

This study aims to analyze the implementation of organizational culture at Perhumas Muda Bandung (PMB) in shaping the character and competence of Public relations members. The CARE organizational culture (Collaborate, Adaptable, Responsive, Engaging) was introduced during the 2024/2025 management period to foster an inclusive and collaborative work environment amidst a diverse membership background. The research method employed is descriptive qualitative, with data collection techniques including interviews, observations, and documentation. The findings reveal that the CARE culture has fostered open communication patterns, inter-departmental collaboration, and strong member commitment toward organizational development. Despite facing implementation challenges, this culture has proven effective in strengthening organizational identity and encouraging active member Engagement.

***Keywords*: *Organizational Culture, CARE, Collaboration, Public relations,* Perhumas Muda Bandung**