

MEMBANGUN BUDAYA ORGANISASI SEBAGAI BASIS MEMPERKUAT KAPABILITAS ORGANISASI

Johny Rusdiyanto
Fakultas Ekonomi
Universitas Surabaya
Surabaya
jrusdiyanto@yahoo.com

Abstract

*The main problem to sustain the existence and develop the growth of firms, basically depends on its' competencies to create organizational capability. It's consist of three basic substantial elements, there are processes, technologies and peoples. Some researches explains that firms which have some purposes to find the better effort to make higher its' organizational capability, actually face some internal environment constraints and uncomfortable work climate. We could find these constraints in a lot of :Indonesia's firm, such as less in work involvement organization culture without committed core values as a mean of work behavioral guide for all people within organization, management or leader style do 'not support for teamwork and another internal constraints. Some researchers and experts **find** that organization culture could become an excellence tool to facilitate and develop a dynamic work climate and behavioral guide for employees to achieve organization's vision, mission and its objectives. Strong Organization Culture as a shared system indicate the existence of committed core values and behavioral guide for work that available and match with its organization's characteristic. Some experiences in many Indonesia's firms show an increasing awareness to create core values to run their own organization culture. But, at last, when they have to implement some of core values in daily work behavior, they face some failures to find the right way to make down to the earth its core values in employee's mind. So, its mean that employee behaviors have not reach the organization's expectation as its written in the purpose of firm's core values or organization culture. The problem lies on how to implement firm's core values. Some of Indonesia's firm usually held program called socialization process to clarify its core values to their employees. Some of them felts that this process was enough to make down to the earth in employee's mind. "Culture Print Model " as a model has examined in many foreign 'and some Indonesia's firms to become all irrteresting model as an alternative solution to **make** down the earth the giver! firm's core values & employee mind. The finding offer clarify that the successful of organization..culture implementation would become the foundations of organizations' strengths to create and develop' better organizational capability and it will become a firm's distinctive competiive to run and suwive in the high competition of business environment.*

Key words: organizational capability, organization culture, core values,