

Organization Culture Model Development based on Employee's Individual Values in the Broadcast Process Production of JTV Television Station in Surabaya

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Abstract

This research has a purpose to develop the organization culture model based on employee's individual values in the broadcast production process of JTV Television station in Surabaya. To identify how the individual values developed by JTV's employees in an organization culture of JTV, specially during the progress of broadcast process. The individuals values identified might refer to the appropriate cultural type with the organization behavior. The values analyzing from the existing cultural characteristics has a role as a model determining. This model is prepared with philosophy and other values that useful as an input toward the organization culture model of JTV.

The organization culture model development uses a qualitative approach and also direct field observation. The qualitative approach is chosen as an adjustment in the field, if the researcher face some multiple facts that are more sensitive and cooperated with more influence sharpening and also has a close relationship with the values pattern encountered. The qualitative approach is refer to employees as an individual in JTV production team thoroughly without isolating it into a certain variable.

For the purposes of this research, a data base application is created in order to process data from interviews, especially during the production process. This application has a role to determine the tendency level toward the four cultural types, and then presented as an organization culture model of JTV.

Culturally, the company requires an adjustment strategy to reach its objectives. A successful company, focuses on the culture of work place. JTV is a structural system relationship between human resources that enable its objective are reached. In order to process its production, JTV empowers itself to adapt with the culture explored from each individual employees.

The result of this research shows that Athena's culture gives the highest contribution to JTV's organization. Nevertheless, Athena's culture doesn't dominate the overall contribution. There are some values formed from Zeus, Apollo and Dionysus cultures. Moreover, it is found others 13 values explored from individual involved in broadcasting production process. The model development has formulated 17 attitude values, 12 behaviour values, 7 body values, others 13 values, directed by 3 basic philosophies as a benchmark.

Keywords: *Individual values, Organization culture, Athena, Zeus, Apollo, Dionysus culture.*

Subject: *Corporate Culture, Television Broadcasting*