SOSIALISASI BUDAYA ORGANISASI PARTAI KEADILANSEJAHTERA
KEPADA KADERNYA(Studi Komunikasi Organisasi Pada Dewan
Pimpinan Daerah Partai Keadilan Sejahtera Kota Malang)

Oleh: Nurul Fauziah (02220313)
Communication Science
Dibuat: 2006-05-22, dengan 3 file(s).

Keywords: Organizational Culture, Socialization and Stakeholders

Organizational culture have function: as glue usher the organization perpetrator owning target and importance which different each other, as a means of to form the sense of belonging, as core organizational values and effective as a means of to increase the economic efectivitas performance successfullness and organizational performance on a long term ( Hani Handoko, 124:2004). Thereby organization culture formed and wish developed and also strenghtened to need the practice which can assist the cultural menyatupadukan of organizational member culturally is organization. The practice can be conducted by through socialization in organizational communications. This research aim to for the description of organizational cultural socialization of DPD PK-Sejahtera of Malang.

Research done in DPD PK-Sejahtera of Malang. Subjek Research is manager from DPD PK-Sejahtera Malang representing communicator in cultural communications of organization. Research method used by descriptive research method qualitative. Data validity measured by triangulasi is data collecting technique

Result of research show the, organizational cultural socialization as message or message in organizational communications of DPD PK-Sejahtera in Malang the the following message communications path: organizational culture to be sent in the form of theme or items and activity of set in syuro'. Message is later;then sent by chief of DPD PK-Sejahtera as decision with to all area chief to be socialized other;dissimilar cadre and staff.

Organizational cultural socialization as message DPD PK-Sejahtera of Malang relate at phase and dimension of socialization Stephen, namely through phase of arrival pre, phase of discovery and phase methamorfosis. phase of arrival Pre is phase of before a merging into organization PK-Sejahtera. DPD PK-Sejahtera, grouping public society as communicant (Muslim, having a mind to learn the Islam, commitment to Islam values and own the spirit of mission) and sympathizer or communicant of this phase. Form the activity or channel done by for example: ceremony ta'lim, direct selling and da’wah fardiyah. As for its activity socialization dimension is collective and individually. DPD PK-SEJAHTERA Town Worse luck include three the activity at pattern kaderisasi. While other activity is which is used as by medium or channel of supporter socialization is Training Orient The Party I ( TOP-I), what is merged into by pattern recruitment. Tidy TOP-I in collective and formal socialization dimension

Discovery phase is somebody phase start to joint forces with the organization PK-Sejahtera. this Group communicant phase is member of young member and beginner. As for channel or its activity for example: Halakoh which in it there are mutaba'ah ( individual mentoring) and tarqiyah ( make-up of individual capacities), Routine Ta'lim of Training ( TRP) And tarqiyah with. dimension of Socialization of there activity is: 1) Halakoh with the collective formal socialization dimension. While tidy individual mutaba'ah and tarqiyah with the collective formal socialization dimension 2) TRP, tidy with the collective and formal socialization dimension and
3) Tarqiyah with tidy in collective and informal socialization dimension. Third form the activity enter at pattern of kaderisasi DPD PK-Sejahtera of Malang. While activity training of other which is merged into by pattern recruitment, is Elementary Training (TD) I and II. Second of training use the collective formal socialization dimension. At phase of discovery of manager DPD PK-Sejahtera of Malang as communicator start to give the duty encumbering of new member, what is relied on a member potency as socialization medium. this Duty encumbering is relied on by a random socialization dimension and confession. Others, transfer of ladder from beginner member and young is also done by that is with the dimension of variable socialization. Metamorosis, is old member phase as communicant have been able to accept the organizational culture of DPD PK-Sejahtera of Malang. Member Madya, adult, post, expert and honour represent the this phase group. Form its activity as medium or chanel from this socialization for example: halakoh (persistedly is individual mutaba'ah and tarqiyah) and tarqiyah with. With the the activity socialization dimension is formal, collective and individually. DPD PK-Sejahtera include second of the activity at pattern kaderisasi. While other; activity is which is used as by medium or channel of supporter socialization is Training of Continuation I (TL-I), what is merged into by pattern recruitment. Tidy TL-I in collective and formal socialization dimension.