

## **ABSTRAK**

**Universitas Muhammadiyah Yogyakarta**  
**Fakultas Ilmu Sosial dan Ilmu Politik**  
**Jurusan Ilmu Komunikasi**  
**Konsentrasi *Public Relations***

**Sumali Astar**

**20140530259**

### **Budaya Organisasi Universitas Muhammadiyah Yogyakarta Dalam Upaya Meraih *International Reputable University* Periode 2015-2018**

**Tahun Skripsi : 2018 + hal + 28 Gambar**

**Daftar Pustaka : 13 Buku + 1 Jurnal online + 2 Dokumen + 3 Sumber Internet**

Penelitian ini meneliti terkait Budaya Organisasi Universitas Muhammadiyah Yogyakarta Dalam Upaya Meraih *International Reputable University* Periode 2015-2018. Tujuan dari penelitian ini untuk menganalisis nilai-nilai inti budaya organisasi UMY dan memahami bagaimana penerapan budaya organisasi oleh seluruh elemen UMY. Kemudian mengkaji bagaimana proses internalisasi UMY melalui nilai-nilai inti budaya organisasi serta kesiapannya dalam mewujudkan *international reputable university*. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan studi kasus jenis penelitian deskriptif. Penelitian ini berlokasi di Universitas Muhammadiyah Yogyakarta. Sumber data penelitian berasal dari hasil wawancara dengan informan, dokumen, dan foto dokumentasi. Uji validitas data menggunakan triangulasi sumber yang berarti membandingkan dan mengecek balik tingkat kepercayaan informasi yang diperoleh melalui waktu dan alat yang berbeda dalam penelitian kualitatif. Hasil penelitian ini menunjukkan bahwa sembilan nilai inti budaya organisasi UMY yang meliputi amanah dan tanggungjawab, kebersamaan, kejujuran, kedisiplinan, keadilan, mawas diri, tulus ikhlas, kepedulian, profesionalitas belum maksimal dilaksanakan. Hal tersebut dikarenakan kurangnya sosialisasi kegiatan yang mengkhususkan secara langsung terkait budaya organisasi. Kemudian belum memiliki tolak ukur yang jelas terkait penerapan nilai inti, sarana komunikasi untuk sosialisasi sembilan budaya organisasi belum efektif. Namun sebagai kampus muda UMY sudah dinilai siap dalam bersaing di dunia global dan berkompetisi menjadi kampus internasional dengan optimalisasi karyawan dan nilai-nilai inti budaya organisasi.

**Kata Kunci : Budaya Organisasi, UMY, Internasionalisasi, *Reputable University***

## **ABSTRACT**

**Muhammadiyah University of Yogyakarta  
Faculty of Social and Political Science  
Department of Communication  
Public Relations Concentration**

**Sumali Astar**

**20140530259**

### **Organizational Culture of the University of Muhammadiyah Yogyakarta in Efforts to Achieve the International Reputable University for the 2015- 2018 Period**

**Thesis Year: 2018 + page + 28 Image**

**Bibliography: 13 Books + 1 Online Journal + 2 Documents + 3 Internet Resources**

This study examines the Organizational Culture of the University of Muhammadiyah Yogyakarta in an effort to achieve the International Reputable University for the 2015-2018 period. The purpose of this study was to analyze the core values of UMY's organizational culture and understand how the application of organizational culture by all elements of UMY. Then examine how the process of internalizing UMY through the core values of organizational culture and its readiness to realize an international reputable university. The research method used is a qualitative method with a descriptive case study approach. This research is located at Muhammadiyah University of Yogyakarta. The source of research data comes from the results of interviews with informants, documents, and photo documentation. Test the validity of the data using source triangulation which means comparing and checking the level of trust in information obtained through time and different tools in qualitative research. The results of this study show that the nine core values of UMY's organizational culture include mandate and responsibility, togetherness, honesty, discipline, fairness, self-awareness, sincerity, caring, professionalism that has not been maximally implemented. This is due to the lack of socialization of activities that specialize directly in organizational culture. Then it does not have clear benchmarks related to the application of core values, the means of communication for the dissemination of organizational culture have not been effective. However, as a young campus, UMY has been considered ready to compete in the global world to become an international campus with the optimization of employess and core value of organizational culture.

**Keywords: Organizational Culture, UMY, Internationalization, Reputable University**