

DAFTAR ISI

PERNYATAAN	2
KATA PENGANTAR	5
DAFTAR GAMBAR	12
DAFTAR TABEL	13
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penulisan	Error! Bookmark not defined.
1.4 Ruang Lingkup	Error! Bookmark not defined.
1.5 Manfaat Penulisan	Error! Bookmark not defined.
1.5.1 Manfaat Teoritis	Error! Bookmark not defined.
1.5.2 Manfaat Praktis	Error! Bookmark not defined.
1.6 Sistematika Penulisan	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
LANDASAN TEORI	Error! Bookmark not defined.
2.1 Landasan Teori	Error! Bookmark not defined.
2.1.1 Manajemen Sumber Daya Manusia	Error! Bookmark not defined.
2.1.1.1 Fungsi Utama MSDM	Error! Bookmark not defined.
2.1.2 Budaya Organisasi.....	Error! Bookmark not defined.
2.1.2.1 Artefak.....	Error! Bookmark not defined.
2.1.2.2 Fungsi Budaya Perusahaan.....	Error! Bookmark not defined.
2.1.2.3 Sosialisasi Budaya Perusahaan	Error! Bookmark not defined.
2.1.2.4 Tahap Sosialisasi Budaya Perusahaan .	Error! Bookmark not defined.

2.1.2.5 Socialization Agents	Error! Bookmark not defined.
2.1.3 Internalisasi Budaya	Error! Bookmark not defined.
2.1.4 Desain Interior.....	Error! Bookmark not defined.
2.1.4.1 Tujuan Desain Interior	Error! Bookmark not defined.
2.1.4.2 Problematika Ruang.....	Error! Bookmark not defined.
2.1.4.3 Fungsi Ruang	Error! Bookmark not defined.
2.1.4.4 Elemen Dasar Interior	Error! Bookmark not defined.
2.1.5 Kantor	Error! Bookmark not defined.
2.1.6 Ergonomi	Error! Bookmark not defined.
2.1.6.1 Rancangan	Error! Bookmark not defined.
2.1.6.2 Dekorasi	Error! Bookmark not defined.
2.1.6.3 Furnitur.....	Error! Bookmark not defined.
2.1.6.4 Pencahayaan	Error! Bookmark not defined.
2.1.6.5 Suara.....	Error! Bookmark not defined.
2.1.6.6 Penempatan Peralatan	Error! Bookmark not defined.
2.2 Penelitian Terdahulu	Error! Bookmark not defined.
2.2.1 Desain Interior.....	Error! Bookmark not defined.
2.2.2 Budaya Perusahaan.....	Error! Bookmark not defined.
2.2.3 Internalisasi Budaya	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1 Jenis Penelitian	Error! Bookmark not defined.
3.2 Objek Penelitian	Error! Bookmark not defined.
3.3 Jenis Data.....	Error! Bookmark not defined.
3.4 Metode Pengumpulan Data	Error! Bookmark not defined.

3.4.1 Studi Dokumen	Error! Bookmark not defined.
3.4.2 Studi Pustaka.....	Error! Bookmark not defined.
3.4.3 Kuesioner	Error! Bookmark not defined.
3.5 Metode Analisis.....	Error! Bookmark not defined.
3.6 Kerangka Kerja	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
GAMBARAN UMUM PERUSAHAAN	Error! Bookmark not defined.
4.1 Profil Perusahaan	Error! Bookmark not defined.
4.2 Visi dan Misi Perusahaan	Error! Bookmark not defined.
4.2.1 Visi	Error! Bookmark not defined.
4.2.2 Misi.....	Error! Bookmark not defined.
4.3 Produk Perusahaan	Error! Bookmark not defined.
4.3.1 Tiket Pesawat	Error! Bookmark not defined.
4.3.2 Citilink Merchants.....	Error! Bookmark not defined.
4.3.3 Citilink Café.....	Error! Bookmark not defined.
4.3.4 Super Shield	Error! Bookmark not defined.
4.3.5 CitiSport.....	Error! Bookmark not defined.
4.3.6 Citilink Store.....	Error! Bookmark not defined.
4.3.7 Kursi Green Zone	Error! Bookmark not defined.
4.4 Struktur Organisasi	Error! Bookmark not defined.
4.4.1 Struktur Organisasi Citilink	Error! Bookmark not defined.
4.4.2 Struktur Organisasi Divisi Human Capital .	Error! Bookmark not defined.
4.5 Budaya Organisasi	Error! Bookmark not defined.
4.6 Desain Interior Kantor	Error! Bookmark not defined.
4.6.1 Ruang Kantor	Error! Bookmark not defined.

4.6.2 Aspek Ergonomis	Error! Bookmark not defined.
4.7 Tabel Pedoman Perilaku Karyawan PT Citilink Indonesia	Error! Bookmark not defined.
4.7.1 Tabel Pedoman Perilaku Simple	Error! Bookmark not defined.
4.7.2 Tabel Pedoman Perilaku Prompt.....	Error! Bookmark not defined.
4.7.3 Tabel Pedoman Perilaku Polite	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
HASIL DAN PEMBAHASAN.....	Error! Bookmark not defined.
5.1 Mudah	Error! Bookmark not defined.
5.2 Inovatif.....	Error! Bookmark not defined.
5.3 Adaptif.....	Error! Bookmark not defined.
5.4 Fokus pada Solusi	Error! Bookmark not defined.
5.5 Proaktif	Error! Bookmark not defined.
5.6 Integritas	Error! Bookmark not defined.
5.7 Empati.....	Error! Bookmark not defined.
5.8 Menghargai	Error! Bookmark not defined.
5.9 Semangat Berikan yang Terbaik.....	Error! Bookmark not defined.
BAB VI	Error! Bookmark not defined.
KESIMPULAN	Error! Bookmark not defined.
6.1 Kesimpulan	Error! Bookmark not defined.
6.2 Keterbatasan Penelitian.....	Error! Bookmark not defined.
6.3 Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 2. 1 Organizational Culture Assumptions, Values, and Artifacts **Error! Bookmark not defined.**

Gambar 2. 2 Potential Benefits and Contingencies of Culture Strength **Error! Bookmark not defined.**

Gambar 2. 3 Stages of Organizational Socialization .. **Error! Bookmark not defined.**

Gambar 3. 1 Kerangka Kerja **Error! Bookmark not defined.**

Gambar 4. 1 Pemesanan Tiket Pesawat **Error! Bookmark not defined.**

Gambar 4. 2 Citilink Merchants **Error! Bookmark not defined.**

Gambar 4. 3 Citilink Café **Error! Bookmark not defined.**

Gambar 4. 4 Super Shield..... **Error! Bookmark not defined.**

Gambar 4. 5 CitiSport **Error! Bookmark not defined.**

Gambar 4. 6 Citilink Store..... **Error! Bookmark not defined.**

Gambar 4. 7 Kursi Green Zone..... **Error! Bookmark not defined.**

Gambar 4. 8 Struktur Organisasi PT Citilink Indonesia **Error! Bookmark not defined.**

Gambar 4. 9 Struktur Organisasi Human Capital PT Citilink Indonesia **Error! Bookmark not defined.**

Gambar 4. 10 Budaya SiPP **Error! Bookmark not defined.**

Gambar 4. 11 Steps of Transformation Program..... **Error! Bookmark not defined.**

Gambar 5. 1 Contoh Furnitur Modular **Error! Bookmark not defined.**

Gambar 5. 2 Contoh Sofa di Sudut Ruangan..... **Error! Bookmark not defined.**

Gambar 5. 3 Contoh Ruangan Terang..... **Error! Bookmark not defined.**

Gambar 5. 4 Contoh Ruangan Terbuka..... **Error! Bookmark not defined.**

Gambar 5. 5 Contoh Ruangan Terang..... **Error! Bookmark not defined.**

DAFTAR TABEL

- Tabel 4. 1 Tabel Pedoman Perilaku Simple **Error! Bookmark not defined.**
- Tabel 4. 2 Tabel Pedoman Perilaku Prompt **Error! Bookmark not defined.**
- Tabel 4. 3 Tabel Pedoman Perilaku Polite **Error! Bookmark not defined.**
-
- Tabel 5. 1 Hasil Kuesioner untuk Nilai Mudah **Error! Bookmark not defined.**
- Tabel 5. 2 Hasil Kuesioner untuk Nilai Inovatif **Error! Bookmark not defined.**
- Tabel 5. 3 Hasil Kuesioner untuk Nilai Adaptif **Error! Bookmark not defined.**
- Tabel 5. 4 Hasil Kuesioner untuk Nilai Fokus pada Solusi **Error! Bookmark not defined.**
- Tabel 5. 5 Hasil Kuesioner untuk Nilai Proaktif **Error! Bookmark not defined.**
- Tabel 5. 6 Hasil Kuesioner untuk Nilai Integritas **Error! Bookmark not defined.**
- Tabel 5. 7 Hasil Kuesioner untuk Nilai Empati **Error! Bookmark not defined.**
- Tabel 5. 8 Hasil Kuesioner untuk Nilai Menghargai .. **Error! Bookmark not defined.**
- Tabel 5. 9 Hasil Kuesioner untuk Nilai Semangat Berikan yang Terbaik **Error! Bookmark not defined.**