ABSTRACTS

The problems and the aim explained in this research is the change of management in 2009 and 2011 that happened in the change of cultural organization. It causes so many employees approximately 2600 people fired earlier. Thus this research is aimed to identify the understanding and implementing of the cultural organization of PT. Kereta Api Indonesia.(Integrity, Profesional, Safety, Inovation, and Excellent Service)

In this research, the method used is qualitative through phenomenology approach. This research is done in PT. Kereta Api Indonesia of DAOP IV Semarang region. The subject of this research is the employees of PT. KAI of DAOP IV Semarang that have already worked for 5 years. The collecting of the data is taken by interviewing, observing, taking the picture.

The result of this research show that (1) the understanding and the attitude of the employees to the cultural organization of PT. Kereta Api Indonesia seen from those five aspects have been understood well, except integrity. (2) The implementation of the cultural organization that is done by the employees of PT. Kereta Api Indonesia of DAOP IV Semarang has entirely been run well though the innovation attribute has not been run yet.

Keyword : Qualitative,Understanding, Implementation, Organizational Culture

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