

RINGKASAN

PENGEMBANGAN MODEL *GOOD CORPORATE CULTURE* BERBASIS *SPIRITUAL BRAND* PT. BANK SYARIAH MANDIRI SURABAYA

Ketatnya persaingan di dunia bisnis, menuntut perusahaan melakukan upaya-upaya lebih kreatif untuk meningkatkan produktifitas (kinerja). Bahkan di Indonesia, ada semacam ikon baru yang menjadi simbol telah dilaksanakannya transformasi korporasi, yaitu telah diterapkannya *Good Corporate Governance (GCG)* yakni tata kelola usaha yang baik.

Bank Syariah Mandiri (BSM) telah menyusun kaidah-kaidah GCG, yang bertandaskan pada TIARF (*Transparency, Independency, Accountability, Responsibility, and Fairness*), yang bertujuan meningkatkan nilai produktifitas perusahaan.

Namun, dengan banyaknya penilaian dari masyarakat atau konsumen serta lembaga riset sebelumnya yang berkaitan tentang kinerja (lebih didominasi konsumen loyalis) dan minimnya pelayanan serta masih kurangnya pemahaman masyarakat akan keberadaan bank-bank syariah, menunjukkan masih lemahnya penerapan nilai-praktik karyawan yang unggul dimiliki oleh BSM. Format rancangan formulasi GCG, tanpa dibarengi dukungan lingkungan kondusif yakni preferensi budaya (nilai-praktik) berorganisasi yang baik (*Good Corporate Culture*), maka tujuan dari GCG akan sulit mendapatkan hasil. Karena hubungan *Good Corporate Culture (GCC)* dengan GCG sangatlah erat. *Corporate Culture (CC)* yang “baik” merupakan determinan dari tata kelola usaha yang baik (GCG).

Dengan demikian, kinerja karyawan perusahaan akan membaik seiring dengan ter-*share* kuat *Corporate Culture*. Karyawan yang sudah memahami keseluruhan nilai-nilai organisasi, akan menjadikan nilai-nilai tersebut sebagai suatu kepribadian organisasi. Persepsi yang mendukung akan mempengaruhi kinerja dan kepuasan karyawan, jika persepsi karyawan diawali penerimaan nilai budaya yang baik (GCC).

Penelitian ini bertujuan untuk mengembangkan model *Good Corporate Culture* yang secara umum untuk dapat digunakan untuk mengidentifikasi – verifikasi, dan mendeskripsikan kelemahan dan keunggulan CC BSM di atas (*present cultural value*), dengan menjawab dan merekomendasikan nilai keunggulan GCC yang dominan yang telah ter-*share* kuat pada karyawan BSM serta menindaklanjuti pengembangan GCC yang ideal di masa depan (*future cultural value*) melalui pen-reduksian dari tatanan nilai karyawan dan *market demand* (kemauan pasar/konsumen).

Dalam penelitian ini menggunakan jenis rancangan penelitian dengan tipe penelitian deskriptif dan metode yang digunakan adalah penelitian kualitatif karena lebih banyak menggunakan persepsi seseorang.

Ditemukan beberapa nilai unggul/tinggi yang dominan (*present cultural value*) pada informan yang mempengaruhi terhadap kinerja organisasi. Nilai unggul tersebut adalah: (1) *Siddiq* : Niat, Kejujuran, Kemandirian, (2) *Istiqomah* : Visi, Keterbukaan, Kontinuitas, Resiko, Optimisme. (3) *Fhatanah* : Ilmu, Profesionalisme, Prestasi. (4) *Amanah* : Tanggung Jawab, Analisis, Harmonis, Objektif, kehati-hatian, (5) *Tabliq*: Toleransi, Teladan, Kerja sama.

SUMMARY

THE DEVELOPMENT MODEL OF GOOD CORPORATE CULTURE BASE ON THE SPIRITUAL BRAND PT. BANK SYARIAH MANDIRI SURABAYA

Tighten business emulation in the business world has made the company stave more creative to improve the performance productivity. Even in Indonesia, there is a kind of a new icon that symbolized the implementation of corporation transformation that applied the Good Corporate Governmence (GCG).

Bank Syariah Mandiri (BSM) has complied GCG methods base on the TIARF (Transparency Independency Accountability Responsibility and Fairness) which is aim to improve the productivity and controlling value of the company.

However with much value from the society or consument also the former research institutes related with the consument performance (usually dominated with the loyal consument) and the minim of services and also the lack of society understanding of the Moslem Bank existence laws, showing the weakness of the absorption value of preeminent employees practice owned by BSM. GCG formulation device format without conduction environment supported that culture preference (value - practice) good organize (Good Corporate Culture), makes the intention difficult to be reached the good achievements. Due the Good Corporate Culture (GCG) with GCG is very close, "good represents determination from good arranging of good effort management.

Thereby, the employee's performance will improve with Corporate Culture shares strong. The employee who comprehended all the organization values will make those values as the personality organization. Supporting perception will influence employee's performance and satisfaction, only if the employee perception is started with a good culture values acceptance.

These research have a purpose to develop the model of good corporate culture which generally applicable to verification – identification, and description high values and weakness dominated of corporate culture BSM as mention before (present cultural value), by replying and recommendation high values of GCC which has strong dominated to all the BSM employees also to follow the future development of ideal GCC (future cultural value) by pre-reduction from the employee arrangement values and market demand.

The research is using type of device research with descriptive research and the method is using qualitative research because it is more command used by a personal perception.

Founded from some high values dominated to those Informant (present values) which influence the company performance. Those Dominant values is Siddiq : Intention, Sincerity, independence, patient, Istiqomah, Vision, Openness, Continuity, Risk, Optimism, Fhatanah, Science, Professionalism, Achievement, Amanah, Responsibility, Analysis, harmonious, Objective, Carefulness, Tabliq, Tolerance, Cooption, Team work.

ABSTRACT

THE DEVELOPMENT MODEL OF GOOD CORPORATE CULTURE BASE ON THE SPIRITUAL BRAND PT. BANK SYARIAH MANDIRI SURABAYA

This research is aim to try monitoring the weakness of Corporate Culture BSM as mention before, by replying and recommendation high values of GCC which has strong dominated to all the BSM employees also to follow the future development of ideal GCC by pre-reduction from the employee arrangement values and market demand.

The research is using type of device research with descriptive research and the method is using qualitative research because it is more command used by a personal perception.

The research location was at Bank Syariah Mandiri (BSM) Branch Office with four Office of Cash, there are: Office of Cash Darmo, Jemur Sari, Ampel, and Perak, by using one key information of bank with 30 Informants. Technique data was using questionnaire, observation and interview.

In course of assessment showed there are values corporate of SIFAT dominant and the mean have been owned by the strength expand in community of BSM Surabaya . That dominant values represent excellence of competitive for BSM in present culture values and condition of future cultural values.

Those Dominant values is Siddiq : Intention, Sincerity, independence, patient, Istiqomah, Vision, Openness, Continuity, Risk, Optimism, Fhatanah, Science, Professionalism, Achievement, Amanah, Responsibility, Analysis, harmonious, Objective, Carefulness, Tabliq, Tolerance, Cooption, Team work.

Keyword: Good Corporate Culture, Values and Practice Organization, Spiritual Brand