

ABSTRACT

PT Len Industri (Persero) has undergone a transformation of value of organizational culture to align with AKHLAK. Consequently, the company must implement a change to its organizational culture. This research aims to examine the Internal communication management of PT Len Industri during the transformation process to align the company organizational culture with the AKHLAK values of BUMN. The research employs a descriptive method, utilizing data collection techniques such as interview, observation, and document studies. This research's findings indicate that the organizational culture transformation at PT Len Industri (Persero) began with aligning the existing cultural values with AKHLAK. Internal communication management was conducted by developing cultural programs as a medium for the organizational culture transformation. These programs included program design, awareness, understanding, buy-in, and ownership phases along with evaluations. These efforts were executed by the Human Capital Performance & Talent Management unit. However, the implementation of certain cultural program activities requires improvement such as disseminating information about their 'web-based seminar' and providing training to its change agents in each work unit.

Keywords: Organization Culture, Transformation, Internal Communication, Internal Communication Management