

Strategi lippo Karawaci menghadapi globalisasi: studi mengenai kebudayaan korporat pada perusahaan properti

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ABSTRACT

Globalization has influenced widely to social order in postmodern era. Members of society have freedom individually to articulate their set of values and cultural symbols in everyday life. In the postmodern society, there are many varieties of consumer's taste to the cultural products, including housing products, as a part of efforts of the people to reach a social position in their society.

This study is a qualitative research with case study Lippo Karawaci, the property company member of Lippo Group, one of main business group in Indonesia. Problem statement is function of corporate culture as an adaptive strategy, or in other word, how employees of Lippo Karawaci operate their corporate culture as an adaptive strategy face globalization. Aims of this research want to understand why corporate culture becomes a significant factor of successfulness of the company, and how corporate culture should be operated face globalization. This study uses cultural theory approach as an adaptive strategy.

As a qualitative research, this research combines some research approaches, i.e. naturalistic, phenomenology, and ethno-methodology approaches. This research also uses polyphony and multi-textual approaches, which are suitable for assessing postmodern society. Methods of data collecting are participant observation and in-depth interviews.

Field research found some facts. Varieties of needs and consumer's taste to the housing products and its facilities stimulate employees of Lippo Karawaci to give response by operating generative principles of their corporate culture dynamically, and doing innovations continuously, both in housing design and service management. Housing products of Lippo Karawaci are received by consumers, and have become a trend in the property market. They are also selling the power of cultural capital of Lippo Group chairman.

Conclusion of this research are: first, globalization influenced property market strongly, and has been understood superficially, both by consumer and producer; second, employees of Lippo Karawaci face globalization successfully, by selling innovation, creativity, and cultural capital; third, development of exclusively settlement, like Lippo Karawaci, must be planned carefully, because it can leads to social gap and chaos.