

ABSTRACT

The main objective of this study was to identify the current situation of employee's awareness of core values, communication channel, and employee motivation of AA Company.

The research design of this study is based on the first phase of the action research model, which is diagnosis for organization development stage. The respondents were chosen from the back office out of 2600 in the organization, the questionnaire was distributed to 400 respondents and 354 questionnaires were useable. Quantitative analysis was done on the data gathered from the survey questionnaires. Qualitative analysis was done on the data gathered from focus interviews to support the quantitative analysis.

Results from the analysis have shown that AA Company has low awareness of core values which comes from promoting core values to employee via communication channel and employee motivation.

The recommendations have been proposed to increase the communication channels and employee motivation on core values to improve the awareness of core values to employees.