

ABSTRAK

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PENERAPAN NILAI INTI PERUSAHAAN DALAM PROSES PERANCANGAN DESAIN DI HMP ARCHITECTS (xvi + 132 halaman; 60 gambar; 6 bagan; 6 tabel)

Setiap perusahaan memiliki nilai inti yang dipegang, baik tertulis maupun tidak tertulis. Nilai inti dalam perusahaan menentukan visi misi perusahaan, perilaku dari pekerja dan cara kerja perusahaan. Dalam HMP Architects, prinsipal menegaskan lima nilai inti ini (*passion, empathy, process, teamwork* dan *problem solving*). kepada seluruh pekerja dalam seluruh aspek dalam bekerja, terutama dalam proses perancangan desain. Penegasan nilai inti ini dilakukan untuk menjaga reputasi perusahaan dan menjamin hasil desain yang dihasilkan oleh HMP Architects.

Data untuk penelitian ini didapatkan dari wawancara dan catatan lapangan selama bekerja secara virtual maupun tatap muka di HMP Architects dengan metode penelitian kualitatif. Masing-masing nilai inti dan proses desain dijelaskan tolak ukurnya melalui teori-teori yang menjelaskan tentang pengertian dari nilai inti tersebut dan faktor-faktor, serta implikasinya dalam bekerja. Penerapan tersebut diperlihatkan contoh konkritnya menggunakan studi kasus intrinsik. Hasil akhir dari penelitian menunjukkan bagaimana nilai inti diterapkan dan berjalan dalam perusahaan, baik secara sendiri-sendiri maupun secara keseluruhan, serta cerminan setiap nilai inti dalam masing-masing proses perancangan desain di HMP Architects.

Referensi: 36 (1990-2020)

Kata Kunci: nilai inti, proses perancangan desain

ABSTRACT

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IMPLEMENTATION OF CORPORATE CORE VALUES IN THE DESIGN PROCESS OF HMP ARCHITECTS (xvi + 132 pages: 60 pictures; 6 diagrams; 6 tables)

Every company has its core values, both written and unwritten. The core values in the company determine the company's vision and mission, the behavior of employees and the way the company works. In HMP Architects, the principal emphasizes these five core values (passion, empathy, process, teamwork and problem solving). to all workers in all aspects of work, especially in the design process. The affirmation of this core value is carried out to protect the company's reputation and to guarantee the design results produced by HMP Architects.

The data for this study were obtained from interviews and field notes while working virtually and face-to-face at HMP Architects using qualitative research methods. Each core value and design process is explained by its benchmarks through theories that explain the meaning of these core values and the factors, as well as their implications in workplace situations. This application is shown a concrete example using an intrinsic case study. The final result of the research shows how the core values are applied and implemented in the company, both individually and as a whole, as well as the reflection of each core value in each of the design processes at HMP Architects.

References: 36 (1990-2020)

Keywords: core values, design process