

## **ABSTRACT**

This research is backed by financial services in Indonesia. Indosurya is a group of companies that have a high commitment to the growth of Indonesia, always follow the development of investment in Indonesia.

The purpose of this research is to socialize organizational culture among employees in order to build self employee image. This study uses the focus of organizational culture theory analysis from Sonya Sackman (1991) using three perspectives, from these three perspectives there is a significant correlation between the process of socialization, organizational culture with the formation of self image in Indosurya Simpan Pinjam Bandung.

This research uses qualitative research methods according to Moleong (2007: 6) is a study that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc. Holistically, and by way of descriptions in the form of words and languages, in a specific context that is natural and by utilizing various scientific methods.

The results show that organizational culture is applied to build a good self image employee, berarsak, and work sincerely and able to face problems positively and negatively in the company, by expanding cultural values.

In conclusion, the stronger the organizational culture that is applied or applied in a company will be the faster the formation of climate in the work environment as a support to get the results of the culture.

**Keywords:** Socialization, Organizational Culture, Self Image.