

DAFTAR PUSTAKA

Buku :

Effendy, Onong Uchjana., *Ilmu Komunikasi Teori dan Praktik*, PT Remaja Rosdakarya, Bandung, 1984

Rohim, H. Syaiful., *Teori Komunikasi : Perspektif, Ragam, & Aplikasi*, PT Rineka Cipta, Jakarta, 2009

Cangara, H. Hafied., *Pengantar Ilmu Komunikasi*, PT RajaGrafindo Persada, Depok, 2012

Daryanto., *Ilmu Komunikasi*, PT Sarana Tutorial Nurani Sejahtera, Bandung, 2010

Subkhi, Akhmad & Mohammad Jauhar., *Pengantar Teori & Perilaku Organisasi*, PT Prestasi Pustakaraya, Jakarta, 2013

Darsono., *Budaya Organisasi*, Diatit Media, Jakarta, 2006

Ruliana, Poppy., *Komunikasi Organisasi*, PT RajaGrafindo Persada, Jakarta, 2014

Mukhtar., *Metode Praktis Penelitian Deskriptif Kualitatif*, Referensi GP Press Group, Jakarta Selatan, 2013

Moleong, Lexy.J., *Metodologi Penelitian Kualitatif Edisi Revisi*, PT Remaja Rosdakarya, Bandung, 2004

Moleong, Lexy.J., *Metodologi Penelitian Kualitatif*, PT Remaja Rosdakarya, Bandung, 2005

Wibowo., *Budaya Organisasi : Sebuah Kebutuhan Untuk Meningkatkan Kinerja Jangka Panjang*, Rajawali Pers, Jakarta, 2010

Wallach, Ellen.J., 1983, *Individuals and Organizations : The Cultural Match*, Training and Development Journal, pp. 29-36

Robbins, Stephen.P., 1996, *Organizational Behavior : Concepts, Controversies, and Applications*, New Jersey : Englewood Cliffs

Gellerman, A.W., 1991, *Organizational Dynamics*, New York : McGraw-Hill

Argyris, Chris., 1997, *Knowledge For Action – A Guide to Overcoming Barriers to Organizational Change*, San Fransisco, California : Jossey – Bass Publishers

Koberg, C.S., & Cushmir, L.H., 1997, *Organizational Culture Relationship with Creativity and Other Job Related Variables*, Journal Of Business Research Vol 15

Gellerman, A.W., 1991, *Organizational Dynamics*, New York : McGraw-Hill

Cook, S.W., 1991, *Cooperative Interaction In Multiethnic Contexts*, In M. Miller & M. B. Brewer (Eds.), Groups in contact : The psychology of desegregation : 155, New York : Academic Press

Hofstede, Geert., 1991, *Cultures and Organizations : Software Of The Mind*, New York : McGraw-Hill

Sumber Lain :

Internet, diakses pada tanggal 22 juli 2016 :

https://id.wikipedia.org/wiki/Bank_Central_Asia

<http://www.bca.co.id/id/Tentang-BCA/Korporasi/Cari-Tahu-Tentang-BCA/Visi-dan-Misi>

file:///C:/Users/Elva/Downloads/Visi_misi_tata_nilai.pdf

<https://id.wikipedia.org/wiki/Kinerja>