

# PIKIR's Work Culture Values in the UPN Veteran Jakarta Environment

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## Operational Definition of PIKIR Work Culture

**PIKIR** stands for PROFESSIONAL, INTEGRITY, STRUGGLE, INNOVATIVE AND RESPONSIVE values. The five basic values are used as a work culture within the UPNVJ environment and then operationalized in the form of action or work behavior as follows:

**PROFESSIONAL** is manifested in work behavior that is always based on standard operational procedures (POB) which are used as a reference for planning and carrying out work. Always develop competency according to the demands and developments in technology and profession, work enthusiastically, objectively, earnestly, free from sentiment, punctual and disciplined. Fulfill the performance targets that have been set and be accountable for all the resources used.

**INTEGRITY** is a value that is manifested in the form of consistency between actions and norms, a value system, proper obligations, and working procedures. The value of integrity also appears in the form of harmony in speech, thoughts, conscience with applicable laws and regulations.

**STRUGGLE** is a value that shows that work is not just for a living but is a way of life that is based on the spirit of doing the best, prioritizing the interests of the nation and state, having the courage to sacrifice, being strong-willed, never giving up, tough, loving the motherland, and caring for others.

**INNOVATIVE** means in work always trying to improve what already exists and creating new things that are better continuously and sustainably, always developing new and better ways, being open to new experiences and knowledge, creative and flexible, daring to take risks, always putting imagination and alternative ideas in their work.

**RESPONSIVE** is a value that is manifested in the form of work behavior that always develops a proactive, cooperative, critical, supportive attitude, sensitive to situations and needs of the work environment, able to take advantage of opportunities and challenges that exist, and to provide excellent service to parties interested in work.

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