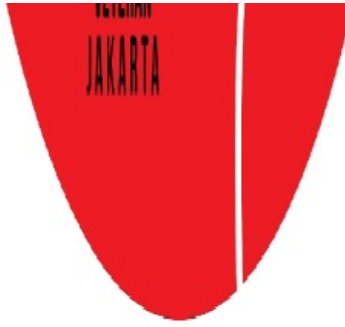


# Work Culture and Values

Monday, 06 October 2025 14:52 WIB

According to UPN "Veteran" Jakarta's Rector Decree Number: KEP/050.1/UN61/2018 dated on January 19th 2018 regarding PIKIR work ethics as fundamental values in UPN "Veteran" Jakarta environment.





## The Definition of PIKIR Work Culture and Values

**PIKIR** stands for **PROFESIONAL (PROFESSIONAL), INTEGRITAS (INTEGRITY), KEJUANGAN (PATRIOTIC), INOVATIF (INNOVATIVE), AND RESPONSIF (RESPONSIVE)**. These five fundamental values are the work ethics in the UPNVJ environment and implemented into these following actions:

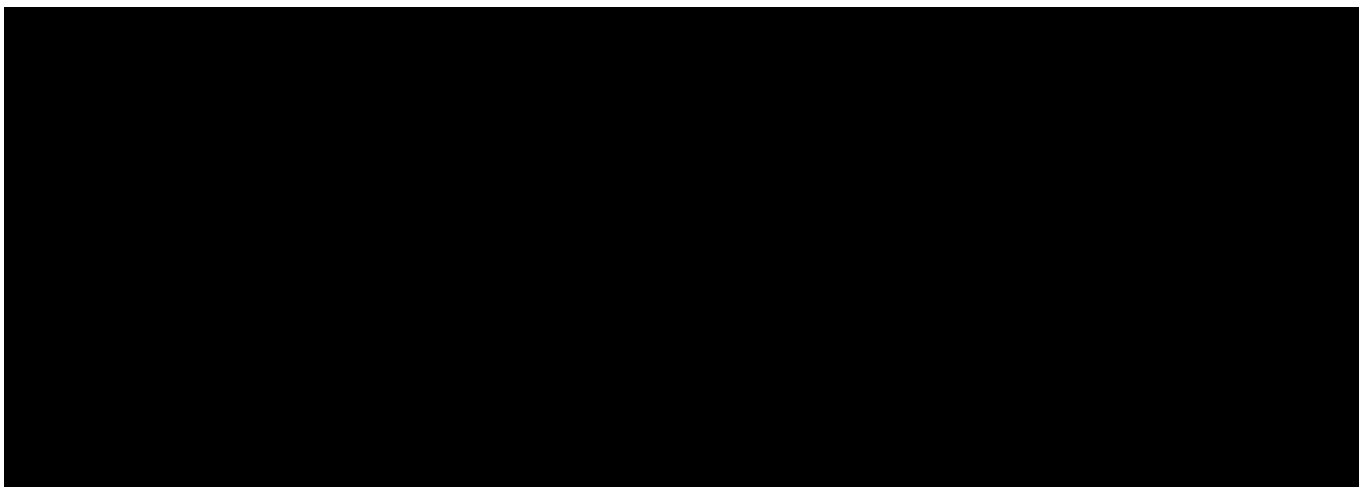
**PROFESIONAL/PROFESSIONAL** is shown by following the standard operational procedures (SOP) as the guide to plan and perform tasks. This means to always improve the competency as demanded by the development of technology and profession. It is followed by several actions such as be objective, passionate and give your best, free of sentimentality, always be on time, and have discipline. As well as achieve the targets that have been set and be responsible for the resources and assets used.

**INTEGRITAS/INTEGRITY** is implemented through consistency between norms, value system, responsibility, and financial procedures. The value of integrity also appears in the expression, thoughts, and conscience.

**KEJUANGAN/PATRIOTIC** is a value that shows how work is not just a means of making a living; it's about a lifestyle driven by the passion to do the very best, the awareness to put the interests of the nation and state first and foremost, and the courage to sacrifice themselves. It is also about being strong-willed, unyielding, tenacious, patriotic, and caring for others.

**INOVATIF/INNOVATIVE** means to always improve on the status quo and continuously rediscover the possibility of creating better works, develop new and better ways, welcome new experiences and knowledge with open arms, be creative and flexible, willing to take risks, and always offering imaginations and alternative ideas in every work.

**RESPONSIF/RESPONSIVE** is a value manifested in the form of work ethics that continuously nurtures proactivity, cooperation, critical-thinking, supportive attitude, sensitivity towards the work environment's situations and needs, capability of making an advantage out of existing opportunities and challenges, and ability to serve stakeholders with prime excellence.



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