

**Implementation of The Role of Organizational Culture in Strengthening
The Social Responsibility Attitudes of HIMA PPKn Managers,
Pamulang University**

^{1}Sri Utaminingsih, ²Shella Rachmawaty, ³Yulita Puji Lestari, ⁴Hendri
Pamulang University, South Tangerang, Indonesia
Email : [1*dosen00456@unpam.ac.id](mailto:^{1*}dosen00456@unpam.ac.id)*

(Accepted: October 2023; Revised: November 2023; Published: January 2024)

ABSTRACT

This research aims to investigate the implementation of the role of organizational culture in strengthening the social responsibility attitudes of the management of the Political Science and Government Study Program Student Association (HIMA PPKn). Higher education has an important role in forming a young generation who has social awareness and responsibility towards society. In this context, student organizations such as HIMA PPKn can be an effective forum for training students in understanding and practicing their social responsibilities. This research uses qualitative methods with data collection techniques through in-depth interviews, observation and document analysis. The main respondents in this research were HIMA PPKn administrators who were active in organizational activities. The research results show that organizational culture plays a significant role in influencing the social responsibility attitudes of HIMA PPKn administrators. A strong organizational culture, which prioritizes values such as participation, cooperation, leadership and openness, encourages HIMA PPKn administrators to care more about social issues and be more actively involved in social activities outside the campus environment. The results of this research provide an important contribution to understanding the importance of organizational culture in the context of student organizations and how organizational culture can influence social responsibility attitudes. These findings can be the basis for developing more effective education and training programs to produce a younger generation who are more socially responsible and care about society. In addition, the results of this research can provide guidance for administrators of other student organizations in optimizing the role of organizational culture in strengthening their social responsibility attitudes.

Keywords: Organizational Culture, Social Responsibility, HIMA PPKn

INTRODUCTION

Higher education is the level of education after completing secondary education, involving various programs such as diploma, bachelor's, master's, doctoral, professional programs and specialist programs.(Kusainun, 2020). Universities have a strategic and vital role in forming the young generation who have academic competence and quality personalities(Risda & Nanggala, 2023). As higher education institutions, universities are responsible for providing a conducive environment for students to develop their potential, including in aspects of leadership and social responsibility.(Dina et al., 2023). The attitude of social responsibility among students is an important element in forming character and personality with integrity and contributing positively to society and the surrounding environment.(Sari & Nurmala, 2019).

Higher education also functions as a place for character and moral formation for students(Nastiti, 2023). In the educational process, universities have a role in instilling the values of honesty, integrity and empathy in students. Therefore, producing graduates who have an attitude of social responsibility is something that cannot be ignored(Sonmezoglu, 2022).

One way to achieve this goal is to implement an organizational culture that is oriented towards an attitude of social responsibility(Darmawan et al., 2021). Organizational culture includes the norms, values, and practices that are implemented and practiced by organizational members

in everyday life(Istianda & Anthony, 2022). Organizational culture is like the "personality" of an organization, influencing the behavior, attitudes, and mindset of its members. Organizational culture also reflects the values considered important by the organization and shapes the way work and interactions between members(Sugiyono & Rahajeng, 2022). In the context of HIMA PPKn, organizational culture can create a conducive environment for the formation of socially responsible character for students. A strong organizational culture can create an environment where social responsibility becomes an integral part of organizational life(Zuliyatin & Baskoro, 2023).

College is a place where students not only learn about science and academics, but also a place where they can develop social skills, leadership and social responsibility.(Ismail et al., 2023). A supportive academic environment and adequate facilities can provide a means for students to participate in various activities outside the classroom(Mujadid, 2021), including student organizations such as the Pancasila and Citizenship Education Study Program Student Association (HIMA PPKn) at Pamulang University.

The role of the Pancasila and Citizenship Education Study Program Student Association (HIMA PPKn) is very important in forming students' attitudes of social responsibility. As one of the student associations on campus, HIMA PPKn has a role as a forum for students in this study program to develop themselves, collaborate with other students, and

contribute positively to the surrounding community.

In the HIMA PPKn organization, organizational culture has a major influence on the attitudes and behavior of members. If the organizational culture implements values such as openness, honesty, caring, and active participation in social activities, then this will influence HIMA PPKn members to have the same attitude towards social responsibility.(Rony, 2021).

As explained by Edgar Schein, in(Husna & Yusuf, 2020)Organizational culture is "a set of basic assumptions, values, and beliefs that together form a distinctive way of thinking and behaving for an organization's members." Then Charles Handy as quoted in(Kompri et al., 2022)defines organizational culture as "a set of shared beliefs and values developed by an organization in carrying out its activities." He also identified four types of organizational culture: power, role, task, and person.

Of course, implementing the role of a strong organizational culture in HIMA PPKn can create a conducive climate for the development of attitudes of social responsibility among students. The attitude of social responsibility among students has a crucial role in building harmonious relationships with society and the surrounding environment(Gallardo-Vázquez et al., 2020). In this context, HIMA PPKn acts as one of the driving forces in initiating and implementing various activities that focus on social responsibility. Through activities such as community service, social activities and other programs, HIMA PPKn students can make positive and

real contributions to society and the surrounding environment.

Strengthening attitudes of social responsibility among students is also closely related to the formation of leadership character(Fonseca et al., 2019). In HIMA PPKn, students have the opportunity to hone leadership skills through managing organizations, organizing activities, and interacting with various parties. By having an organizational culture that prioritizes social responsibility, HIMA PPKn administrators can be role models for other organizational members and students on campus in general.(Saryono et al., 2022).

Within the scope of higher education, students have access to a variety of resources and opportunities to contribute to society through social activities. Apart from that, universities can also establish partnerships with various agencies and external parties to accelerate social responsibility efforts. With an organizational culture that respects and encourages social responsibility, HIMA PPKn administrators can utilize this potential to provide a positive impact in a wider scope.

The important role of HIMA PPKn in strengthening attitudes of social responsibility is also related to the university's vision and mission. Pamulang University is committed to becoming a university that plays an active role in creating positive changes for society and the surrounding environment. In order to achieve this vision, the role of student organizations such as HIMA PPKn is very important in encouraging students to be involved in various social activities and internalize an attitude of social responsibility.

However, implementing the role of organizational culture in strengthening social responsibility attitudes is not easy (Taqiuddin et al., 2023). It requires commitment and cooperation from various parties, including organizational administrators, organizational members, and university leaders. Apart from that, it requires personal awareness and motivation from each individual to actively participate in activities that focus on social responsibility.

The importance of research regarding the implementation of the role of organizational culture in strengthening social responsibility attitudes among HIMA PPKn administrators at Pamulang University is the main reason for conducting this research. It is hoped that this research can provide a deeper understanding of how organizational culture at HIMA PPKn influences the social responsibility attitudes of administrators and members of the organization.

Through this research, it is hoped that useful findings will emerge to dig deeper into the dynamics of organizational culture at HIMA PPKn, as well as how the implementation of values and norms in the organizational culture influences the attitudes and behavior of the management and members of the organization. These findings can be a basis for HIMA PPKn administrators and universities to identify strengths and weaknesses in implementing an organizational culture oriented towards social responsibility.

By exploring and analyzing the implementation of the role of

organizational culture in strengthening social responsibility attitudes, this research is also expected to provide a more comprehensive view of efforts to strengthen social responsibility attitudes among students. This can be a reference for related parties in designing programs and activities that focus on developing student character and personality through a healthy organizational culture.

METHODS

This study uses a descriptive research approach, which aims to explain and describe research phenomena systematically and in detail (Yuliani & Supriatna, 2023). In this context, a descriptive approach is applied to describe the influence of organizational culture at HIMA PPKn on the social responsibility attitudes of its administrators. The success of the descriptive approach lies in its ability to provide a comprehensive picture of the role of organizational culture in forming attitudes of social responsibility among HIMA PPKn administrators. Thus, this approach is considered appropriate to achieve the research objective, namely providing an in-depth understanding of the operationalization of organizational culture in this context.

According to (Sugiyono, 2020), qualitative research methods are used to understand, explain and describe social phenomena in depth, contextually and complexly. This method does not only focus on quantitative data, but rather emphasizes meaning, interpretation and interaction in the actual context. In this research, data analysis techniques involve collecting data

through interviews, observation, and documentation. Next, data reduction is carried out, where the collected data is simplified, focused and abstracted to facilitate analysis. The process of presenting data involves organizing information in the form of discussion themes, enabling understanding of the meaning contained in the data. Finally, conclusions are drawn in response to the problem formulation, presented clearly and briefly.

The use of qualitative descriptive methods and in-depth data analysis techniques provides a strong foundation for answering research questions about how organizational culture at HIMA PPKn influences the social responsibility attitudes of its administrators. This approach provides the freedom to explore and describe the phenomenon without limiting ourselves to quantitative data, so as to provide a more holistic and contextual understanding.

RESEARCH RESULTS

The role of organizational culture in forming attitudes of social responsibility among HIMA PPKn administrators.

Organizational culture has a key role in forming an attitude of social responsibility among the management of the Pancasila and Citizenship Education Study Program Student Association (HIMA PPKn). In this organizational context, organizational culture includes the values, norms and practices that form the basis for administrators to interact, collaborate and be responsible towards society and the surrounding environment. The role of organizational culture in forming social responsibility attitudes at

HIMA PPKn can be described as follows.

First of all, organizational culture creates an environment that encourages HIMA PPKn members to internalize social values and responsibility in their behavior and decisions. Values such as solidarity, empathy, integrity, and social awareness are embedded in the organizational culture, reminding administrators that they have a responsibility to society and the environment. Members who are continuously exposed to this culture will be more likely to have strong attitudes of social responsibility.

In addition, organizational culture creates clear norms and expectations related to social responsibility attitudes. The HIMA PPKn management knows that in this organizational culture, participating in social activities and making positive contributions to society and the environment is something that is valued and expected. This creates positive social pressure that encourages administrators to carry out their social responsibilities diligently and without coercion.

Organizational culture also provides clear direction and goals related to social responsibility (Mlinarević et al., 2022). At HIMA PPKn, the organizational culture stipulates that one of the main missions is to have a positive impact on society and the environment. This is reflected in social programs, social service, environmental campaigns and other efforts carried out by HIMA PPKn. The organizational culture that directs administrators in this direction makes an attitude of social responsibility an

integral part of their role.

Furthermore, organizational culture creates clear norms and expectations related to social responsibility attitudes. The HIMA PPKn management knows that in this organizational culture, participating in social activities and making positive contributions to society and the environment is something that is valued and expected. This creates positive social pressure that encourages administrators to carry out their social responsibilities diligently and without coercion.

HIMA PPKn's organizational culture also creates mechanisms for self-improvement and reflection. Administrators are taught to critically evaluate the impact and effectiveness of the social activities they carry out. This creates a higher awareness of the importance of the social responsibilities they carry out and helps them to continuously improve and develop their contribution to society and the environment.

Apart from that, the organizational culture enlivens the spirit of collaboration and cooperation among HIMA PPKn administrators. In this culture, working together on social projects is highly valued. This motivates members to actively participate in social activities and increases the positive impact they create together. They understand that cooperation is the key to achieving larger social goals.

Regarding the leadership aspect, HIMA PPKn's organizational culture develops leaders who have a vision and commitment to carrying out social responsibility. In this culture, the leaders produced are

empowered to inspire and guide members in creating a positive impact in society. They are role models in implementing an attitude of responsibility. Concrete examples of social responsibility attitudes among HIMA PPKn administrators include various initiatives and activities carried out to provide a positive impact on the community and surrounding environment. Some examples that can be explained are:

- a. Educational Program, HIMA PPKn administrators often hold educational programs aimed at increasing public awareness about social and civic issues. They host webinars, and educational training.
- b. Consultation Program, the HIMA PPKn management organizes a consultation or assistance program for people who need assistance in matters such as administrative matters, legal rights, or understanding their duties as a student.
- c. Alternative Education Program, HIMA PPKn administrators run alternative education programs, especially for children from the lower middle class. They can provide tutoring assistance or hold educational classes.

The examples above illustrate how HIMA PPKn administrators are committed to carrying out their social responsibilities and contributing to the welfare of the community and the surrounding environment. This attitude of social responsibility is driven by an organizational culture that encourages members to actively participate in social activities and provide a positive impact.

A good organizational culture can form a conducive environment

for the development of socially responsible student character. This can be realized by encouraging management to form values that are in line with the principles of social responsibility, such as concern for the community and the surrounding environment. Apart from that, an open and inclusive organizational culture can also facilitate collaboration and active participation of all HIMA PPKn members in various social activities. Personal awareness and motivation are also important, because individuals who have high awareness and motivation tend to be more active in participating in social activities that are beneficial to society. Therefore, HIMA PPKn administrators need to pay attention to the role of organizational culture in forming an attitude of social responsibility and motivating members to actively participate in social activities.

In the context of HIMA PPKn, good organizational culture plays an important role in shaping student social responsibility. This organizational culture includes the values, behaviors, beliefs, and practices implemented by organizational members in their daily lives. Organizational culture has a significant influence on member interaction, collaboration and responsibility towards society and the surrounding environment (Trivedi & Prakasha, 2021). Implementing organizational culture in strengthening social responsibility requires commitment and collaboration from various parties, as well as personal awareness and motivation.

It is important to create an open and inclusive organizational culture, which facilitates collaboration and active participation in social activities. This allows the creation of an environment conducive to the formation of socially responsible character among students (Down, 2021). Overall, a good organizational culture can create a conducive environment for the formation of socially responsible character among students (Halmaghi et al., 2023). Therefore, it is important to integrate sustainable approaches and social responsibility principles in the daily life of HIMA PPKn.

The impact of organizational culture that supports social responsibility attitudes in HIMA PPKn on their contribution to society and the surrounding environment.

The impact of an organizational culture that supports social responsibility attitudes in the Pancasila and Citizenship Education Study Program Student Association (HIMA PPKn) on their contribution to society and the surrounding environment is very significant. A strong organizational culture focused on ethical values and social responsibility creates an environment where HIMA PPKn administrators feel encouraged to play an active role in various social activities. This has a broad positive impact, not only on the HIMA PPKn members themselves, but also on the community and surrounding environment.

First, the organizational culture that prioritizes ethical values and social responsibility at HIMA PPKn influences their contribution to

society. HIMA PPKn members are instilled with a deep understanding of the importance of social responsibility as good citizens. They feel obliged to make a positive contribution to the surrounding community, especially to those in need. With an organizational culture that encourages a proactive attitude, HIMA PPKn members are routinely involved in social service activities, charity fundraising and educational programs aimed at improving the quality of life of the community. Apart from that, this organizational culture also creates awareness of the important role of society in the lives of HIMA PPKn administrators. They not only see communities as beneficiaries, but also as partners who can work together on social projects. This encourages strong collaboration between HIMA PPKn and the surrounding community. In some cases, HIMA PPKn has established long-term partnerships with certain community groups. This kind of collaboration expands the positive impact produced by HIMA PPKn and creates a mutually beneficial relationship between them and the community.

Second, an organizational culture that advocates an attitude of social responsibility also has a positive impact on the surrounding environment. HIMA PPKn administrators are often active in environmental programs aimed at preserving and maintaining the sustainability of the environment. In this case, organizational culture has inspired HIMA PPKn administrators to take the initiative in real action.

It is important to note that HIMA PPKn's contribution in this

case is not just one-off, but is ongoing. An organizational culture that encourages an attitude of social responsibility helps create positive habits among HIMA PPKn members. They continued to be involved in environmental initiatives, even after their tenure as HIMA PPKn administrators ended.

The positive impact of this organizational culture is also reflected in the ability of HIMA PPKn members to make greater contributions to society and the surrounding environment. They are trained in leading and organizing various social activities, which in turn can expand their positive impact. The positive impact of organizational culture in supporting the formation of social responsibility of HIMA PPKn administrators is very important and beneficial in various aspects, both at the individual, organizational and local community levels.

At the individual level, an organizational culture that encourages social responsibility has a positive impact on HIMA PPKn administrators. They become more aware of their roles and responsibilities in society. This certainly helps HIMA PPKn administrators to become individuals who care more about social and environmental issues. Apart from that, this kind of organizational culture can motivate HIMA PPKn administrators to play an active role in the organization and improve the quality of their leadership. They learn how to be responsible leaders who pay attention to the interests of society. This impact will continue in their personal lives, where they will become individuals who are more

aware of their social responsibilities.

At the organizational level, an organizational culture that supports social responsibility has a positive impact in the form of improving the image and reputation of HIMA PPKn. Organizations that are active in social and environmental activities will be respected and recognized by society. This will certainly create a better relationship between HIMA PPKn and the community, which will help the growth and development of the organization. More students may be interested in becoming members of HIMA PPKn if they see that the organization has a strong commitment to social responsibility.

In addition, an organizational culture that supports social responsibility can create positive partnerships with external parties, such as governments, companies or non-governmental organizations. Of course, this can also open the door to wider collaboration in implementing social and environmental projects.

At the community level, the positive impact of this organizational culture is providing concrete benefits to the surrounding community. HIMA PPKn, through social and environmental projects, makes a positive contribution to society. Usually in the form of social service activities, educational programs, or environmental campaigns. The community will feel the positive impact of the presence of HIMA PPKn, which can improve their quality of life.

This impact also creates a broader culture of social awareness and responsibility in society. People who see HIMA PPKn playing an active role in helping others and

protecting the environment will feel compelled to do the same. Of course, it can be used as an effort to help create an environment that is more concerned about social and environmental issues.

So it is clear that an organizational culture that supports social responsibility has a significant positive impact in forming individuals who are more aware and responsible, increasing the reputation and commitment of the organization, and providing real benefits to society. This kind of organizational culture acts as an agent of positive change in society and helps create a better environment for all.

However, this positive impact does not come without challenges. HIMA PPKn administrators often face limited resources and time in carrying out various social and environmental projects. They must also continue to overcome practical obstacles that arise in carrying out various activities. Therefore, it is important for them to maintain enthusiasm and commitment to an organizational culture that encourages social responsibility.

Apart from that, in certain situations, they are also faced with differences in views and values in the surrounding community. For some, their efforts may be considered irrelevant or too idealistic. Therefore, HIMA PPKn administrators need to have good communication and diplomacy skills to overcome these differences and remain focused on their goals.

Overall, the impact of an organizational culture that supports social responsibility attitudes in HIMA PPKn on their contribution to

society and the surrounding environment is very significant. This creates an environment where HIMA PPKn members feel encouraged to play an active role in social and environmental activities that have a broad positive impact. With commitment, collaboration and sustainability, HIMA PPKn continues to act as an agent of change who cares about the community and the surrounding environment

CONCLUSION

This research confirms the key role of organizational culture in forming attitudes of social responsibility among HIMA PPKn administrators. An organizational culture that encourages members to care about social and environmental issues has a positive impact at the individual, organizational and societal levels as a whole. HIMA PPKn administrators who are involved in this kind of organizational culture become more aware of these issues, which has an impact on improving the quality of their leadership and the positive contributions they make to the communities around them.

In addition, the results of this research reveal that the positive impact of an organizational culture that supports social responsibility also creates a better image and positive reputation for HIMA PPKn in the eyes of the community. Organizations that are active in social and environmental activities gain better recognition from society and can establish beneficial partnerships with external parties. This, in turn, provides opportunities for better growth and development for the

organization.

The positive impact of this organizational culture is also felt by the surrounding community. Through social and environmental projects carried out by HIMA PPKn, real contributions are made to the community and surrounding environment. This creates an environment that is more concerned about social and environmental issues. In addition to the concrete benefits provided by HIMA PPKn, the influence of this organizational culture permeates the surrounding environment, encouraging greater awareness and participation in positive efforts.

In other words, this research highlights that an organizational culture that promotes social responsibility not only benefits HIMA PPKn administrators, but also has a positive impact on the image of the organization and the surrounding community. This helps in creating an environment that is more caring, aware, and responsible towards social and environmental issues, which in turn contributes to positive change in society at large.

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