***ABSTRACT***

***This study, entitled "Function of Corporate Culture to Improve Employee Motivation PT.BRODO Ganesha Indonesia" .Corporate Culture is a collection of beliefs, expectations and values shared by the members of the corporation and transmitted from one generation to another. This creates norms or rules of conduct that describe acceptable behavior of people from top management to the employees of the operator.***

***This study aimed to describe, analyze the data and determine the barriers and any business that is on the "Function of Corporate Culture to Improve Employee Motivation PT.Brodo Ganesha Indonesia" .serta add and deepen the knowledge of researchers both in theory and application.***

***The method used is descriptive analysis study, the method of research that describes in detail the conditions of the event or events based on facts and data that occurs while doing research. data collection technique is a literature study, observation, questionnaires and interviews. The sample used technique of data this study uses census data which were all used as a responder that all employees PT.Brodo Ganesha Indonesia in Bandung No.40B North Jl.Gudang amounted to 40 employees.***

***Based on the analysis and discussion of the obtained that "Function of Corporate Culture to Improve Employee Motivation PT.Brodo Ganesha Indonesia" still low employee motivation PT.Brodo because corporate culture that is less effective. Such as: leadership is less attentive to the needs of employees and rewarded with prizes to employees who excel less realized.***

***Things that researchers recommend as an input to PT.BRODO Ganesha Indonesia, is a leader in the implementation of the Better Corporate Culture often perform a culture of open communication in order to stay informed so that their good cooperation in working between management and employees. And leaders must often perform surveillance work either within the company or outside the company for execution of work according to program / work activities diPT.BRODO Ganesha Indonesia.***