*ABSTRACT*

*This study entitled " Functions Corporate culture in improving Cimb growing inside a company or instasi are made in the behavior conduct for employees to address the problem of internal adaptation and motivation to work in Bank cimb Niaga Bandung Asia Africa ". Corporate Culture is the presumption or system of beliefs, values ​​and norms externally.*

*This study aims to determine the barriers and any effort that of the "culture of Corporate Functions in increasing motivation to work in Bank Cimb Niaga Bandung Asia Africa.*

*The method used is descriptive analysis study,* while *the data collection technique is a literature study, observation, questionnaire and interview. The sample used in the study The use of Non-Probability sampling and sampling techniques used*

*is Accidental Sample. Populations have 100 employees.Pursuant to the analysis and discussion of the obtained that*

*"The function of corporate culture in increasing motivation to work in Bank Cimb niaga Bandung Asia Africa "has not been done up to this caused by inadequate attention to the leadership of the employees that value is not optimal*

*Things that researchers suggest as inputs in the Bank Cimb niaga Bandung Asia Afrika Bandung is best employees working in l bank Cimb niaga has an extensive background of their field respectively.*