



ABSTRACT

Discussion on the change is a common phenomenon happen at profit organization as well as in non-profit organizations. Many non-profit organizations engaged in the issue and civil society movements. This article attempts to explain how the process of transformation of the non-profit organization. The subjects of this study is a non-profit organization that represented by senior staff and people who directly know in depth about the internal and external. The conducted research uses qualitative methods to approach phenomenology. Forms of the data are text interviews, documents and images. The results show that there are three things that must be mapped and described as a step transformation of the organization. In detail is categorized in value which may be a reference internal to the organization, which is sharing autonomous, rebranding, and maintain the diversity of ideologies. This value can be developed into real action and action that supports it.

Keywords ; civil society, organizational change, non-profit organizations, NGO, transformation, values, process.