SUMMARY

RAHADI SUCAHYO. Developing of Knowledge Management Model to Effort the Increasing of Company Innovation Capability. Supervised by ERIYATNO, ARIF IMAM SUROSO, and M. JOKO AFFANDI.

In the face of increasingly fierce global competition required the mastery of science and technology strength to be able to win the competition. With the management of knowledge through knowledge sharing is expected the business entity to have the ability to increase business innovation. Innovation will be the weapons to compete in the business world in the era of knowledge management as it is today. As a telecommunications company, PT.TELKOM perform a variety of business change and organizational transformation with the strengthening of policies including policies on Knowledge Management (KM). This effort has been done in order to build an organization culture by learning organizations with a high capability for all employees. Soft Systems Approach was used in this study to resolve complex problems effectively. Developing the knowledge management model was done by various methods, namely (1) Strategic Assumption Surfacing and Testing (SAST) to build the assumptions model, (2) Interpretive Structural Modeling (ISM) in order to create structure model, and (3) Exponential Comparison Method (ECM) was used the decision-making of knowledge management strategies. The methods involved the experts and practitioners as thinking respondents. The results showed that there are four groups of assumptions the model with the level of certainty and of high importance. Assumptions were built as ideal conditions that provide certainty in the implementation of knowledge management models. Based on the structure of the model, a key element in the development of KM needs of the company are the programs related to the KM which is the implementation of the objectives of the company. KM program effected to effectiveness increasing of company’s management in order to grow the competitiveness innovation. In the implementing KM the role of directors is required to move the other stakeholders, especially employees or staff. Commitment and understanding of knowledge management at the level of top management and senior leaders also influence efforts codified knowledge in databases and information technology. In addition, the role of institutional support is also required union employees as supervisors KM implementation and general corporate policy. The implementation of knowledge management to grow company innovation in the case study was conducted with 5 strategic priorities, namely: (1) preparation of innovation competition program, (2) establish innovation as variable performance appraisal and work units, (3) strengthening education and training knowledge management on each unit of work, (4) strengthening customer handling competition program, and (5) monitoring the implementation knowledge sharing continuously.

Keyword: innovation, knowledge management, knowledge sharing, logical thinking process, soft system approach