

# **PENERAPAN *KNOWLEDGE SHARING* PADA KOMUNITAS REPTIL ASPERA**

(2019)

**Ulfa Kamilatus Syifa**

## **ABSTRAK**

Penelitian ini bertujuan untuk menggambarkan secara deskriptif penerapan *knowledge sharing* pada Komunitas Reptil Aspera. Pada penelitian ini diberikan intervensi kepada Komunitas Reptil Aspera berupa pengadopsian model *knowledge sharing* Jacobson (2008). Penelitian ini merupakan penelitian deskriptif. Pengumpulan data yang dilakukan dengan observasi, penyebaran kuesioner, dan wawancara. Observasi dilakukan untuk mengamati proses kegiatan penerapan *knowledge sharing*, kuesioner disebarkan kepada anggota komunitas sebagai peserta yang terlibat aktif dalam kegiatan berbagi pengetahuan, serta wawancara dilakukan kepada penanggung jawab kegiatan yaitu ketua Komunitas Reptil Aspera. Hasil penelitian dideskripsikan dengan proses pertama yaitu mereduksi data yang telah didapat, lalu menyajikan display data dengan tabel dan diagram presentase, lalu ditarik kesimpulan dari hasil data tersebut, sesuai dengan tujuan penelitian ini yaitu mendeskripsikan penerapan *knowledge sharing* pada Komunitas Reptil Aspera dengan mengadopsi model *knowledge sharing* Jacobson (2008).

Hasil dari penelitian menunjukkan bahwa penerapan *knowledge sharing* pada Komunitas Reptil Aspera sudah dilakukan sesuai dengan enam aspek dari model *knowledge sharing* Jacobson (2008) yaitu sumber pengetahuan, pesan, penerima pengetahuan, saluran komunikasi, umpan balik, dan budaya organisasi. Ada beberapa kekurangan yang terjadi pada aspek penerima pengetahuan yakni masih kurangnya motivasi belajar pada penerima pengetahuan, pada aspek saluran komunikasi yakni kurangnya pemanfaatan media dalam penyampaian materi pada kegiatan *knowledge sharing*, pada aspek budaya organisasi yakni kurangnya agenda *sharing* dengan komunitas lain yang menjadi mediasi antar organisasi.

Kata kunci: *knowledge sharing*, sumber pengetahuan, pesan, penerima pengetahuan, saluran komunikasi, umpan balik, budaya organisasi.

# **IMPLEMENTATION OF KNOWLEDGE SHARING IN ASPERA REPTILE COMMUNITY**

(2019)

**Ulfa Kamilatus Syifa**

## **ABSTRACT**

This study aims to describe descriptively the implementation of knowledge sharing in Aspera Reptile Community. This study intervention was given to the Aspera Reptile Community in the form of the adoption of Jacobson's knowledge sharing model (2008). This research is a descriptive research. Data is collected by some technique, that is observation, questionnaire distribution, and interview. Observations were made to observe the process of implementing knowledge sharing activities, questionnaires distributed to community member as participants who were actively involved in knowledge sharing activities, as well as interviews conducted to the person in charge of the activities is community leader of Aspera Reptile Community. The result of the research is described with the first process that is reducing the data that has been obtained, then presents the display data with the table and diagram percentage, then drawn the conclusion of the data, in accordance with the purpose of this study is describing the implementation of knowledge sharing in Aspera Reptile Community by adopting Jacobson's Knowledge Sharing model (2008).

The result of the research shows that the implementation of knowledge sharing in Aspera Reptile Community has been carried out in accordance with six aspects of the Jacobson knowledge sharing model (2008) are knowledge sources, messages, knowledge recipients, channels of communication, feedback, and organizational culture. There are some deficiencies in the aspect of recipient of knowledge is the lack of motivation to learn at the recipient of knowledge, in the aspect of communication channels is the lack of media use in the delivery of material in knowledge sharing activities, in the aspect of organizational culture is the lack of sharing agenda with other communities that become mediates between organizations.

**Keywords:** knowledge sharing, knowledge sources, messages, knowledge recipients, channels of communication, feedback, and organizational culture.