

# IMPLEMENTASI *KNOWLEDGE MANAGEMENT* MODEL SECI DI STARBUCKS COFFEE

(2019)

Fitri Ismawati Rahayu

## ABSTRAK

Penelitian ini bertujuan untuk menggambarkan secara deskriptif implementasi *knowledge management* di Starbucks Coffee dengan menggunakan model SECI. Perancangan penelitian ini diadaptasi dari model yang dikembangkan oleh Nonaka & Takeuchi yang terdiri dari 4 indikator: *Socialization, Externalization, Combination, Internalization*. Penelitian ini merupakan penelitian deskriptif. Pengumpulan data yang dilakukan menggunakan teknik survey dengan penyebaran angket, wawancara, dan observasi dokumen. Teknik sampel yang digunakan adalah teknik *Purposive Sampling* dengan responden sebanyak 18 orang ( 6 *coffee master, 6 coffee education team, 6 leader*). Angket dianalisis dengan metode interpretasi uraian jawaban, sedangkan wawancara dengan uraian singkat. Data yang sudah didapat akan dikaitkan dengan tujuan program *knowledge management* untuk mengetahui penerapannya.

Hasil penelitian menunjukkan bahwa program *knowledge management* di Starbucks Coffee sudah diterapkan dengan baik berdasarkan keempat indikator tersebut. Implikasi hasil penelitian adalah dapat dijadikan bahan pertimbangan guna meningkatkan efektivitas penerapan program *knowledge management* di Starbucks Coffee.

Kata Kunci: Penerapan, *Knowledge Management, Model SECI, Starbucks Coffee*, teknologi pendidikan.

# **IMPLEMENTATION OF KNOWLEDGE MANAGEMENT WITH SECI MODELS IN STARBUCKS COFFEE**

**(2019)**

**Fitri Ismawati Rahayu**

## **ABSTRAK**

This study aims to describe descriptively the implementation of knowledge management at Starbucks Coffee using the SECI model. The design of this study was adapted from the model developed by Nonaka & Takeuchi which consisted of 4 indicators: Socialization, Externalization, Combination, Internalization. This research is a descriptive research. Data collection is done using survey techniques with questionnaires, interviews, and document observations. The sample technique used was the Purposive Sampling technique with as many as 18 respondents (6 coffee masters, 6 coffee education teams, 6 leaders). Questionnaires were analyzed by the method of interpreting the answer, while the interview with a brief description. The data that has been obtained will be related to the knowledge management program objectives to find out its application.

The results of the study show that the knowledge management program at Starbucks Coffee has been well implemented based on the strength of these indicators. The implications of the research results can be used as a consideration in increasing the effectiveness of the implementation of knowledge management programs at Starbucks Coffee.

Keywords: Application, Knowledge Management, SECI Model, Starbucks Coffee, educational technology.