

Optimalisasi knowledge management untuk meningkatkan inovasi dalam program televisi : studi kasus di PT. Televisi Transformasi Indonesia

Malona Sri Repelita, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20370530&lokasi=lokal>

Abstrak

Dewasa ini pertumbuhan industri broadcasting, khususnya pertelevisian, semakin marak di Indonesia. Televisi swasta dengan jangkauan nasional sekarang berjumlah sepuluh, dan sedikitnya ada empat puluh televisi swasta di berbagai daerah dengan jangkauan lokal. Pertumbuhan ini berlangsung begitu cepat sehingga beberapa perusahaan yang kurang melakukan inovasi akan kalah bersaing. Nonaka dan Takeuchi (1995) berpendapat bahwa keberhasilan perusahaan Jepang dalam melakukan inovasi adalah karena skill dan Expertise dalam organizational knowledge création, yaitu kemampuan perusahaan secara keseluruhan untuk menciptakan pengetahuan baru, mendistribusikannya ke tubuh organisasi dan mewujudkannya dalam produk, layanan dan sistem.

Berangkat dari pendapat ini, perusahaan broadcasting perlu mengubah paradigmanya dalam melihat bisnis broadcasting dari industrial paradigm menjadi knowledge paradigm (Sveiby 1997:26). Perubahan sudut pandang tersebut perlu dilakukan oleh Trans-TV yang telah berkomitmen untuk melakukan transformasi dalam segala hal yang mendukung pencapaian tujuan organisasi. Untuk mendorong penyempurnaan transformasi tersebut, knowledge management merupakan pendekatan yang bisa dipakai dalam mendukung tujuan organisasi melalui peningkatan market value driven sebagai salah satu key success factors dari Trans-TV. Dengan dasar tersebut maka penulis meyarankan perusahaan agar melakukan pengoptimalisasian knowledge management untuk meningkatkan inovasi dalam pembuatan program televisi.

.....

Nowadays, the growth of broadcasting industry, especially television broadcasting, has continued to increase in Indonesia. The total number of private television in national scope has now reaches ten companies and there are at least forty private televisions companies in various regions with a local scope. Such growth has occurred in such a rapid pace resulting in a number of companies failing to innovate satisfactorily so that they could not compete in the market. Nonaka and Takeuchi (1995) said that the success of Japanese companies in carrying out innovation is due to their skill and expertise at organization knowledge creation (OKC), namely the ability of the company as a whole to create new knowledge, disseminate it throughout the organization and embody it into products, services and systems.

On the basis of such opinion, it is necessary that broadcasting companies change their paradigm in looking at the broadcasting business from an industrial paradigm into a knowledge paradigm (Sveiby 1997:26). Such change in viewpoint needs to be carried out by Trans-TV which is committed to carry out transformation in all aspects that can support the realization of the organization objective. Knowledge management could be applied to encourage such transformation, in supporting the organization goal through the improvement of a market value driven as one of the key success factors of Trans-TV. On that basis, the author recommends that the company optimizes knowledge management in order to enhance innovation in producing television programs.