

Knowledge Sharing dalam Jaringan Komunikasi Organisasi (Analisis terhadap Ikatan Pranata Hubungan Masyarakat Indonesia) = Knowledge Sharing in Organizational Communication Networks (Analysis of Public Relations Association of Indonesian Government).

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan konsep knowledge sharing dalam jaringan komunikasi yang dilakukan oleh organisasi, dalam meningkatkan kapasitas pengetahuan tacit dan explicit para anggotanya guna kesiapan menghadapi kemajuan teknologi informasi dan komunikasi. Objek penelitian ini adalah Iprahumas, yaitu organisasi profesi yang menaungi dan hanya beranggotakan pranata humas di seluruh Indonesia. Iprahumas merupakan mitra kerja Kementerian Komunikasi dan Informatika sebagai instansi Pembina Jabatan Fungsional Pranata Humas di Indonesia. Iprahumas mempunyai peran yang strategis dalam mendukung tugas dan fungsi profesi pranata humas untuk melakukan pelayanan informasi dan kehumasan pemerintah. Sebaran anggota Iprahumas di seluruh Indonesia juga menjadi pendukung dalam diseminasi narasi tunggal maupun membangun partisipasi publik. Penelitian ini menggunakan teori-teori yang menjelaskan konsep knowledge sharing dan teori jaringan komunikasi. Penelitian ini menggunakan paradigma post-positivist dengan pendekatan penelitian campuran (mix method) dimana kualitatif sebagai metode utama. Teknik pengumpulan data didapatkan melalui wawancara mendalam, observasi, kuesioner, dan studi literatur. Hasil penelitian menunjukkan bahwa dari efektivitas pengelolaan aktivitas knowledge sharing yang sudah dilaksanakan oleh Iprahumas, penerapan identity, reflect, share, dan apply belum dilakukan secara maksimal. Begitu pula dengan bentuk jaringan komunikasi anggota Iprahumas dalam efektivitas organisasi knowledge sharing. Dari jaringan komunikasi yang diteliti, mayoritas hubungan ikatan yang terjadi dalam jaringan komunikasi anggota Iprahumas bersifat satu arah. Jaringan komunikasi aktivitas knowledge sharing terkait tema umum maupun tema-tema knowledge sharing existing di Iprahumas cenderung tidak menyebar dan dapat berdampak pada kurang efektifnya penyebaran pengetahuan yang merata antar anggota.

ABSTRACT

This study aims to explain the concept of knowledge sharing in communication networks carried out by organizations, in increasing the tacit and explicit knowledge capacity of its members for readiness to face the advancement of information and communication technology. The object of this research is Iprahumas, which is a professional association that houses and only consists of public relations institutions throughout Indonesia. Iprahumas is a working partner of the Ministry of Communication and Informatics as a Public Relations Institution Position Trustee agency in Indonesia. Iprahumas has a strategic role in supporting the duties and functions of the public relations institution profession to provide information and public relations services to the government. The distribution of members of Iprahumas throughout Indonesia has also become a supporter in the dissemination of a single narrative and in building public participation. This study uses theories that explain the concept of knowledge sharing and communication network theory. This study

uses a post-positivist paradigm with a mixed research approach where qualitative is the main method. Data collection techniques were obtained through in-depth interviews, observation, questionnaires, and literature studies. The results showed that from the effectiveness of the management of knowledge sharing activities that have been carried out by Iprahumas, the application of identity, reflect, share and apply has not been done to the fullest. This is also the case with the communication network of Iprahumas members in the effectiveness of knowledge sharing organizations. From the communication network under study, the majority of the bond relationships that occur in the Iprahumas member communication network are one-way. The communication network of knowledge sharing activities related to common themes and existing knowledge sharing themes at Iprahumas tends not to spread and can have an impact on the ineffectiveness of knowledge sharing that is evenly distributed among members.