

ABSTRAK

RANCANGAN STRATEGI *KNOWLEDGE MANAGEMENT* PENJURIAN PUTERI INDONESIA DI YAYASAN PUTERI INDONESIA

Penelitian ini ditujukan agar implementasi *knowledge management* juri kontes kecantikan Puteri Indonesia lebih efektif sehingga proses penyebaran / penularan *knowledge* dapat terlaksana dengan baik. Metode penelitian ini menggunakan metode kualitatif dengan tiga narasumber internal organisasi YPI yang dijadikan sampel penelitian. Instrumen penelitian yang digunakan adalah *interview* (wawancara), studi dokumen dan studi pustaka yang dapat membantu peneliti mengidentifikasi praktek implementasi *knowledge management* dan syarat untuk menjadi seorang juri dalam kontes kecantikan Puteri Indonesia. Dari hasil penelitian, saat ini organisasi YPI lebih banyak mengandalkan metode pendekatan *personalisation* dan pendekatan *codification* dalam proses penyebaran / penularan *knowledge* juri kontes kecantikan Puteri Indonesia. Oleh karena itu penelitian ini difokuskan agar organisasi YPI meningkatkan penggunaan metode pendekatan *codification*.

Kata kunci: Manajemen Pengetahuan, Kontes Kecantikan, Syarat Juri

ABSTRACT

KNOWLEDGE MANAGEMENT STRATEGY FOR PUTERI INDONESIA JUDGES AT YAYASAN PUTERI INDONESIA

The goal of this research was increasing the effectiveness of knowledge management implementation for the all of the judges in Puteri Indonesia beauty pageant so that the process of spreading / transmitting knowledge could be carried out properly. For this research, researcher used a qualitative method with three samples of YPI's internal organisation members. The research instrument used were interview, document study, and literature study which help researchers to identified the organisation current knowledge management implementation and the specific requirements needed for all of the judges in Puteri Indonesia beauty pageant. It was known from the research that organisation mostly relied on personalisation method and codification method to spread knowledge among the Puteri Indonesia beauty pageant judges. Therefore, this research aimed to increasing the use of codification method to spread the knowledge.

Keywords: Knowledge Management, Beauty Pageant, Judges Criteria