

# Implementasi hypertext organization untuk meningkatkan perilaku knowledge codification di konsultan pelatihan ABC institute = Implementation of hypertext organization to increase knowledge codification behavior in training consultant ABC institute

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## Abstrak

Tujuan dari penelitian tesis ini adalah untuk menjajaki faktor-faktor yang memengaruhi perilaku knowledge codification di konsultan pelatihan ABC Institute. Penelitian dilakukan secara kualitatif terhadap para analis di ABC Institute dengan menggunakan focus group discussion. Daftar pertanyaan di dalam focus group discussion mengacu pada 3 dimensi yang memengaruhi knowledge codification berdasarkan theory of planned behavior, yaitu attitude, subjective norms, serta perceived behavioral control (Ajzen, 1991). Hasil penelitian menemukan beberapa faktor penting yang dapat meningkatkan maupun menghalangi perilaku knowledge codification di ABC Institute. Berdasarkan hasil tersebut dirancanglah intervensi teknostruktural berupa implementasi struktur organisasi hypertext ( Nonaka & Takeuchi, 1995) yang digabungkan dengan proses pengembangan produk baru menggunakan model Stage-Gate (Cooper, 2001).

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The objective of the thesis research was to explore factors influencing knowledge codification behavior in training consultant ABC Institute. The research was conducted qualitatively using focus group discussion. The list of questions in the focus group discussion consisted of three dimensions based on the theory of planned behavior; i.e attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). The research finds some critical factors influencing knowledge codification behavior in ABC Institute. Based on the result, a technostructural intervention was designed. The proposed intervention was implementation of hypertext organization (Nonaka & Takeuchi, 1995) combined with the new product development process using Stage-Gate model (Cooper, 2001).