

Perumusan strategi penerapan knowledge management di industri jasa minyak dan gas dengan metode AHP-ELECTRE (studi kasus: PT National Oilwell Varco) = Formulation strategy implementation of knowledge management in Oil and gas service industry using AHP-ELECTRE (case study: PT National Oilwell Varco)

Shiro Esa Emerzet, author

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Abstrak

Inovasi dalam suatu organisasi dapat diperoleh melalui kreasi pengetahuan (knowledge creating) yang merupakan salah satu dimensi proses knowledge management. Oleh karena itu dibutuhkan suatu kondisi organisasi yang memenuhi syarat dan kondisi yang mendukung terjadinya proses knowledge management tersebut, khususnya dalam proses kreasi pengetahuan (knowledge creation).

Penelitian mengambil kasus di industri jasa minyak dan gas, yang berkontribusi pada kriteria kondisi organisasi yang harus ada dan kondisi organisasi yang mendukung dalam penerapan knowledge management dan bertujuan mendapatkan strategi knowledge management.

Penelitian menggunakan metode kuesioner, AHP dan metode ELECTRE. Metode kuesioner digunakan untuk menentukan kesiapan kondisi organisasi dalam penerapan knowledge management. Selanjutnya, metode AHP (Analytical Hierarchy Process) digunakan untuk mendapatkan kriteria kondisi organisasi yang penting, untuk menentukan strategi knowledge management. Terakhir, metode ELECTRE (Elimination and Choice Expressing Reality) untuk menentukan prioritas strategi knowledge management.

Penelitian ini menghasilkan tiga strategi utama dalam penerapan knowledge management di industri jasa minyak dan gas, yaitu, strategi development forums, networking workshops, dan intranet/internet.

*Innovation within an organization can be obtained through the creation of knowledge (knowledge creating) which is one of dimension process of knowledge management. Therefore, it needs a qualified organization conditions (enabling conditions) that support the knowledge management process, especially in the process of creation of knowledge (knowledge creation).*

The research takes the case in the oil and gas service industry, which contribute to the criteria which must be existing in organizational conditions and organizational conditions that support in the implementation of knowledge management and aims to gain knowledge management strategy.

The study used questionnaire method, AHP and ELECTRE methods. Questionnaire method used to determine the readiness of the organizational conditions in the application of knowledge management. Furthermore, AHP (Analytical Hierarchy Process) is used to get the important criteria of organizational conditions, to determine the knowledge management strategy. Finally, the method ELECTRE (Elimination and Expressing Choice Reality) to determine the priority of knowledge management strategy.

This study resulted in three major strategies in the implementation of knowledge management in the oil and gas service industry, namely, strategy development forums, networking workshops, and intranet / internet.