

ABSTRACT

THE APPLICATION OF KNOWLEDGE MANAGEMENT AT THE PT. BANK CENTRAL ASIA'S FRONTLINER OF THE BANDAR JAYA'S OFFICE

By

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This knowledge management be important in the learning process of an organization. In the new economic era in the twenty-firs century, we have moved into a world where knowledge sharing (sharing knowledge) is power. Therefore, the main source of competitiveness of enterprises is essentially derived from knowledge. Knowledge management is essentially appear to answer the question how to manage knowledge. Awareness to implement knowledge management into business strategy is necessary because the company that makes the proven knowledge resources as its main assets continue to be able to encourage more innovative company against its competitors. PT. Bank Central Asia Tbk in general have implemented knowledge management to improve the knowledge and skills of its employees. Various achievements of PT Bank Central Asia Tbk prove that they have excellence. This achievement is certainly not unattainable if it does not happen knowledge sharing within the organization. To know that in this case the researchers took Nonaka and Takeuchi's theory about the transfer of knowledge which is based on Socialization, Externalization, Combination and Internalization, so the success of PT. Bank Central Asia Tbk can be a model for similar organizations in implementing knowledge management. The method in this study used a qualitative approach, data collection techniques with the interview, observation and documentation. The results showed that the application of Knowledge Management at Bank BCA has been implemented since the end of 2009 and implemented in a manner consistent with established procedures.

Keywords: Knowledge Management, Socialization, Externalization, Combination and Internalization.