

ABSTRAK

PENGARUH *KNOWLEDGE MANAGEMENT* DAN KREATIVITAS TERHADAP KINERJA KARYAWAN INDUSTRI KREATIF DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh *knowledge management* dan kreativitas terhadap kinerja karyawan industri kreatif di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner sebagai instrumen untuk pengumpulan data. Jumlah sampel sebanyak 140 responden yang merupakan karyawan di berbagai subsektor industri kreatif, seperti aplikasi, arsitektur, desain interior, desain komunikasi visual, desain produk, fashion, film, fotografi, kriya, kuliner, musik, penerbitan, periklanan, seni pertunjukan, seni rupa, televisi dan radio. Teknik analisis data dilakukan dengan metode analisis regresi linier berganda untuk mengetahui hubungan antara variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa *knowledge management* dan kreativitas memiliki pengaruh positif dan signifikan terhadap kinerja karyawan industri kreatif sehingga dapat dikatakan bahwa hasil penelitian ini mendukung hipotesis. Artinya, semakin baik pengelolaan pengetahuan dan semakin tinggi tingkat kreativitas yang dimiliki karyawan, maka semakin meningkat pula kinerja karyawan. Saran yang dapat diimplemenatsikan bagi organisasi adalah organisasi perlu mengembangkan sistem manajemen pengetahuan internal yang lebih efektif untuk memudahkan akses informasi karena karyawan cenderung bergantung pada sumber informasi eksternal. Ketidaknyamanan karyawan terhadap kekacauan di lingkungan kerja menunjukkan perlunya struktur dan kejelasan dalam organisasi, serta penyediaan fasilitas yang mendukung kreativitas agar karyawan dapat berkembang. Organisasi sebaiknya mengimplementasikan sistem penghargaan yang berfokus pada pencapaian tim, bukan hanya individu, guna memperkuat kontribusi kolektif dan kinerja organisasi secara keseluruhan.

Kata kunci : *knowledge management*, kreativitas, kinerja karyawan

ABSTRACT

THE INFLUENCE OF KNOWLEDGE MANAGEMENT AND CREATIVITY ON EMPLOYEE PERFORMANCE OF CREATIVE INDUSTRI IN BANDAR LAMPUNG

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This research aims to determine the influence of knowledge management and creativity on the employee performance in the creative industri in Bandar Lampung. The research uses a quantitative approach by distributing questionnaires as the primary instrument for data collection. The sample consists of 140 respondents who are employees from various creative industri subsectors, including applications, architecture, interior design, visual communication design, product design, fashion, film, photography, craft, culinary, music, publishing, advertising, performing arts, fine arts, television, and radio. Data analysis was conducted using multiple linear regression to determine the relationship between the independent variables and the dependent variable. The results show that both knowledge management and creativity have a positive and significant influence on employee performance in the creative industri, so it can be said that the result of this study support the hypothesis. This indicates that the better the knowledge management and the higher the level of creativity possessed by employees, the better their performance will be. Suggestions that can be implemented for the organization include developing a more effective internal knowledge management system to facilitate easier access to information, as employees tend to rely on external sources. Employees' discomfort with chaos in the work environment indicates the need for clear structure and organization, as well as providing facilities that support creativity to help employees thrive. The organization should also implement a reward system that focuses on team achievements rather than just individual accomplishments, in order to strengthen collective contributions and overall organizational performance.

Keyword : knowledge management, creativity, employee performance.