IMPLEMENTATION OF KNOWLEDGE SHARING IN MSME PRACTICES

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Abstract: This article aims to analyze the implementation of Knowledge Sharing in MSME practices based on good practices carried out in one of the communities that have a focus on gathering several MSMEs to be able to synergize well. The approach used is qualitative with a case study design conducted at the Tulungagung Young Entrepreneurial Community. The results showed that: 1) Knowledge sharing was held in the form of skill upgrading workshops, licensing mechanism consultations, discussions between members related to the latest MSME issues, and training both by fellow members and from external parties such as the government; 2) The results of knowledge sharing activities have the opportunity to support the improvement of knowledge, understanding and skills of MSME actors in a fairly systematic way; 3) The obstacle faced in the implementation of knowledge sharing is that not every member can participate in programs implemented by the community so that some knowledge sharing processes have an unequal impact between members with each other. Members who regularly participate in knowledge exchange activities will obtain more information and knowledge that is useful for their entrepreneurial development practices. In the development of activities, the role of the government through policy and material support can be a strategy that needs further study.

Keywords: Knowledge Sharing, MSMEs, Community

INTRODUCTION

In the uncertainty of the global economy, MSMEs are predicted to be able to become one of the driving forces of the country's economy. This is based on various studies that the real role of MSMEs has contributed a lot to supporting the state in reducing problems such as unemployment and poverty (Sedyastuti, 2018; Syamsulbahri, 2018). Through MSMEs, a lot of labor is absorbed, and the welfare level and poverty level can be gradually improved. Therefore, the revival of MSMEs is needed by the state to have an impact and restore economic conditions in Indonesia (Kurniawan, F. D., & Fauziah, L., 2014).

On the other hand, as is known the MSME sector has now become one of the backbones for the country. However, with the development of the MSME sector, various problems have arisen. One of them is the problem of human resource development which is crucial
in MSME practices (Cahya et al, 2021). Human resources become one of the keys in an organization. Through competent human resources, a business, especially MSME, can develop and continue to exist during intense competition between MSME actors. Meanwhile, human resource development is certainly inseparable from how management in MSMEs manages their human resources. One of the efforts that can be made to develop the potential of human resources is to maintain superior human capital and develop the potential of human resources owned by MSMEs by carrying out a Knowledge Sharing process. So if observed together, the practice of Knowledge Sharing then becomes an important issue in today's modern organizations (Teng & Song, 2011).

This is because through Knowledge Sharing there is a process of exchanging knowledge both tacit knowledge and explicit knowledge as capital for organizations to develop the potential of their human resources. Tobing (2011) further states that knowledge sharing is a systematic process of transmitting, distributing, and disseminating knowledge and multidimensional contexts between individuals or organizations through various methods or media. So from this process, new knowledge will emerge that can be useful for business practices in the scope of MSMEs. According to Du et. al (2007) in Amila and Suryadi (2011) Knowledge Sharing is closely related to long-term performance and competitiveness for companies. Both are things that are needed by organizations to remain present in existing competition.

The practice of knowledge sharing in the scope of MSMEs has also become a focus that continues to be developed and implemented by one of the communities in the Tulungagung Regency area, namely the Tulungagung Young Entrepreneur Community. Through the spirit of collaboration to accommodate various kinds of MSMEs in the Tulungagung area, this community organizes various activities that aim to improve the knowledge, understanding, and skills of MSME actors who are members. However, there has been no study that specifically examines how the community plans, implements, and results from the knowledge-sharing activities carried out. Even though this reference is important for the development of human resources for MSME actors.

METHOD
This study is a qualitative approach with a case study design conducted on the Tulungagung Young Business Heroes community. Case studies are research conducted by exploring a particular phenomenon (case) in a time and activity (program, event, process, institution, or social group) and collecting detailed and in-depth information using various data collection procedures during a certain period (Creswell, 1998). Case studies according to Creswell (1998) have several characteristics, namely: (1) conducted to identify "a case for a study; (2) the case in the case study is a "system bound" by time and place; (3) case studies use multiple sources of information in their data collection to provide a detailed and in-depth picture of the response of an event and (4) case studies will spend time describing the context or setting for a particular case.

RESULTS AND DISCUSSION
Implementation of Knowledge Sharing in MSME Practices by the Tulungagung Young Entrepreneurial Community

The Tulungagung Young Entrepreneurial Community was founded by Dr. Deny Yudiantoro, S.AP., M.M a lecturer from the Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah campus, Tulungagung. This community is a community filled with approximately 86 members consisting of young business people with a maximum age of 35 years. Established in 2015, the Tulungagung Young Entrepreneurs community is under the guidance of the Tulungagung Regency Industry and Trade Office. Deny's background in establishing this community stems from the emergence of problems experienced by young people who have a strong desire to start a business but experience confusion about starting their own business. In addition, this community was founded with a noble ideal, namely to reduce the number of unemployed through increasing the competence of youth in the field of entrepreneurship (MSMEs).

Various activities to increase knowledge, understanding, and involvement of youth in the field of entrepreneurship are organized by the community in the form of organizing skill upgrading workshop programs, consulting licensing mechanisms, discussions related to the latest MSME issues, and various kinds of training. Knowledge-sharing activities that are carried out regularly are first designed in regular community meetings that are held every few times. This is done to find out and agree on what material is needed and who
will be used as a resource person to provide material related to the latest issues needed for the self-development of community members and of course, MSME businesses run by community members. From a theoretical point of view, the activities organized by this community are in line with the concept of Knowledge Sharing. Which is one of the activities in the study of knowledge management. Amila and Suryadi (2011) stated that knowledge management involves the process of sharing, achieving, validating, distributing, and applying knowledge. So that the process is understood as Knowledge Sharing which is the most fundamental part of the effectiveness of knowledge management.

From this activity, there will be a knowledge transfer process aimed at providing and disseminating knowledge, ideas, experience, or expertise possessed by a person, organization, agency, or company to solve problems and meet their needs. As one part or activity in knowledge management, Knowledge Sharing can bring up creative ideas and even innovative findings that will contribute to the sustainability of the organization. Another similar opinion was also expressed by Tobing (2011), namely Knowledge Sharing as a systematic process in transmitting, distributing, and disseminating knowledge and multidimensional contexts between individuals or between organizations through various methods or media.

On the other hand, in the process of implementing Knowledge-sharing, there are distinctive mechanisms, where each of these processes creates knowledge assets for individuals and organizations. This means that the program organized by the Tulungagung Young Entrepreneur community to increase knowledge, understanding, skills, and youth involvement in the field of entrepreneurship leads to the context of Knowledge Sharing with the opportunity to create knowledge assets not only for community members but also the general public. The types of knowledge assets that may arise in the implementation of activities can be reviewed using the opinions of Boh and Wong (2013) and Bradshaw et al (2015) quoted in Ratnasari (2016). This explanation is presented in Table 1.

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<tr>
<th>Quadrant 1 (informal personalisation)</th>
<th>Quadrant 2 (formal personalisation)</th>
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Table 1. Quadrants and Types of Assets Implementation of Knowledge Sharing
Mechanism: informal in nature is carried out orally in the form of one-on-one training.

Knowledge asset type: experimental related to how a system is run. Emerging a new system in entrepreneurship, and presenting reports from the new system.

Mechanism: carried out formally by consultants to MSME actors, involving the system used and also discussion. In addition, project meetings are held from the initiation, project implementation, and evaluation processes.

Types of knowledge assets: how to run a system in MSME practices from the parties involved in this process.

Quadran 3 (formal codification)
Mechanism: carried out in writing related to monthly tasks. Formal resources are involved as documentation in various forms such as CDs, DVDs, and manuals

Knowledge asset type: how to use something whether document or manual

Quadran 4 (informal codification)
Mechanism: done by checking the task in writing, sharing documents informally through supporting media such as email, manual books, and written procedures related to how to do a type of knowledge asset.

Type of knowledge assets: documents on how to run something / MSME business

If it is related to the practice or implementation of knowledge sharing that has been carried out by the Tulungagung Young Entrepreneur Community, then all quadrants have been fulfilled properly. In the first quadrant, one-on-one training is carried out in every discussion activity, workshop on upgrading skills of community members, and training in collaboration with partners. Quadrant two is realized in the business license management assistance program or product development consultation provided by the management or community members to the internal community members themselves and to the wider community of MSME actors. Meanwhile, quadrants three and four related to MSME administration are realized in the form of sharing good practices and training which is held regularly. The fulfillment of this quadrant shows that knowledge sharing in MSME practices is an important activity that can be the basis for MSME development because it provides opportunities for MSME actors involved to process obtaining the knowledge needed to develop their business.
Results of Knowledge Sharing Implementation on MSME Practices by Tulungagung Young Entrepreneurial Community

The results of the implementation of the knowledge-sharing process carried out by the Tulungagung Young Entrepreneur Community with various forms of knowledge exchange media used were able to open the insights of members in running their businesses. Facts in the field show that these young entrepreneurs ultimately gain broader insight related to the management and development of their business, especially related to legal affairs or licenses needed in a business such as (registration related to trademarks, halal labels, BPOM, PIRT, the establishment of CV or PT and various other forms of legal affairs). In addition, the knowledge-sharing process carried out in the community forum makes the network between community members wider. From a well-built network, members benefit from the process of market development and marketing strategy development. So that the market share becomes wider after carrying out the process.

This is also one of the factors that shows an increase in productivity from businesses run by community members. Not only that, regular discussions between community members related to business issues, can create an exchange of information and knowledge related to new and successfully implemented business strategies so that they can be implemented in their business. This is in line with the results of previous research conducted by Ratnasari (2016) in which Ratnasari stated that Knowledge Sharing can increase efficiency in MSMEs and encourage innovation and productivity. Another study conducted by Sari and Putri (2023) also illustrates that Knowledge-sharing is positively beneficial for the implementation of MSME businesses.

Sari and Putri (2023) said that knowledge collection through the knowledge-sharing process by sharing knowledge is an active behavior that cannot be separated from strengthening competitive advantage so that MSMEs can do so. These facts illustrate that the knowledge-sharing process that occurs benefits MSME actors who are members of the Tulungagung Young Entrepreneurial Community in running their businesses.
are more educated and literate about information related to knowledge in running a business and business conditions that are happening. In addition, the results of the process can help business actors in developing their businesses and increasing the competitive advantage of the business being run.

These findings reinforce a thesis that knowledge-sharing practices that occur in communities and organizations can produce knowledge transfer and exchange whose impact is the development of human capital as shown by the increase in competence of human resources in an organization (Widden-Wulff and Soumi, 2007). So it complements several empirical and theoretical studies that Knowledge Sharing is one of the important factors in MSME practice. Through the knowledge-sharing process, competitive advantages in MSMEs will be realized.

**Obstacles to the Implementation of Knowledge Sharing Implementation in MSME Practices by the Tulungagung Young Entrepreneurial Community**

The knowledge-sharing process carried out by the Tulunagung Young Entrepreneurial Community is not spared from obstacles and problems that need to be evaluated as material for improvement in the future. One of the obstacles faced in carrying out the knowledge-sharing process is that not all community members can attend every activity held. This is because community members have their own busy lives in running their businesses. So that the implementation time between activities carried out is circumvented by giving a long distance from one activity to another. This is done so that each member can arrange a time to be able to participate in activities organized by the community.

This condition is one of the factors that makes the knowledge-sharing process uneven because not the entire process can be followed by members. There is information and knowledge that is missed and makes the knowledge obtained between one member and another member different. Members who regularly participate in knowledge-sharing activities will gain more information and knowledge than members who rarely participate in activities. Knowledge Sharing as a systematic knowledge exchange process should ideally be followed regularly and routinely so that the results obtained are ideal for the
recipient of knowledge. So that practice-entrepreneurship practices will be more mature (Hansen et al, 2013).

CONCLUSION
The results showed that Tulungagung Young Entrepreneurs carried out a Knowledge Sharing process that provided benefits for the entrepreneurial process carried out. Knowledge Sharing is packaged in the form of skill upgrading workshops, licensing mechanism consultations, or discussions between members related to the latest MSME issues, and training provided by the Tulungagung Regency government raises a systematic information exchange process in the community. The obstacle faced is that not every member can participate in the program implemented by the community so the process of Knowledge Sharing is not evenly distributed between members with one another. Members who regularly participate in knowledge exchange activities will obtain more information and knowledge that is useful for entrepreneurial practices. Members are willing to set aside more time to participate in knowledge-sharing activities held by the Tulungagung Young Entrepreneurial MSME community so that the insights gained by members are more in the hope that the knowledge and information obtained will help MSME actors advance their business. For further research, it is recommended to conduct studies in several communities to be able to compile the processes carried out by each community and be able to find out the results obtained from the application of knowledge sharing carried out by each community. So that the analysis process and the results obtained will be more in-depth.

BIBLIOGRAPHY


