

Improving SMEs Knowledge with Adoption Knowledge from Social Media

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Abstract

SMEs are business units that receive special attention from the Indonesian government in the development of their businesses where the development of these business units is under the Ministry of Cooperatives and the Republic of Indonesia. SMEs with all the limitations that exist in their business trips must face increasingly heavy business competition that requires competitiveness in order to survive and grow their business. One of the factors that can increase competitiveness in business competition is increasing knowledge. In the current digital era, knowledge is available on the internet, especially on social media, which can be a source of increasing knowledge both on an individual and organizational scale. Therefore, this study aims to build a model for improving SMEs knowledges through knowledge sourced from social media. The results of the study are models of knowledge usage of social media to increase SMEs competitiveness.

Keywords

Knowledge management, Social Media, SMEs

1. Introduction

SMES has an important role in the absorption of Indonesian labor. Based on the income reports of the Ministry of Cooperatives and SMES (2014), that the contribution of SMES to GDP reached 57.6% (BPS,2012). However, the existence of SMES in Indonesia has not yet had high competitiveness. The scale of business, productivity and the level of application of technology can be a factor in increasing the competitiveness of SMES. The availability of knowledge sourced from social media about the increasing business scale and productivity and the application of technology can be used by SMES to improve their competitiveness. This research aims to model the use and transformation of knowledge sourced from social media that can help SMES improve business scale and productivity and the application of technology. SECI's model is part of Knowledge Management and Learning explaining about the process of knowledge creation and transformation, tacit or explicit knowledge. Research related to the limitations and efforts to increase the advantages of SMEs has been carried out by several researchers (Inayatulloh, 2020)(Inayatulloh, 2021)

A social media is described as "a group of people who use an internet base application that is built in a Web 2.0 technology, which can create and share its contents. On the last decade, when Wikipedia was built in 2001, there were only few people who believe in that kind of concept. The amount of people which could imagine the success of the concept was only few people. Today, Wikipedia counts 20 million articles and 400 unique visitors in a month, that makes it becomes the de facto information sources in the internet. However, social media is wider than collaborative project like Wikipedia, social media is also included blogs and micro-blog (e.g. Twitter), community content (e.g. YouTube), social web (e.g. Facebook), virtual game world (e.g. World of Warcraft), and virtual social. Technology social media can be found in any kind of things, such as magazine, internet forum, weblog, social blog, micro blogging, wiki, podcast, picture, video, rating, and social bookmark by applying a set of theory in media researches, (social existence, richness media), and social process (personal presentation, self-disclosure)(Kaplan ,2012)

Social media makes many things can be done easier if it compares with television, newspaper, and radio. The way to use media socials are very easy, since social media is designed for a handy way with minimum cost. By using social media, users can download all the contents and modify them easily. Because of those reasons, many people create community which uses social media as a tool of communication and collaboration (Chan, 2012)

Some research has been done before:

1. The easy way in using social media and the suitable features of it can complete the people needs. On the other side, the limit of society or education community about the use of social media as a part of knowledge management needs to be corrected, because by understanding the concept of knowledge management, the use of social media as a part of knowledge management can be improved with social media and KM can be seen that: (Chan, 2012)

Table 1: Knowledge Management Using Social Media

| | Blogs (n=53) Mean | Facebook (n=20) Mean |
|---|----------------------|-------------------------|
| <u>Knowledge capture</u> | 5.25 | 25.35 |
| Knowledge reflection | 3.19 | 10.6 |
| Experience capture | 2.06 | 14.75 |
| <u>Knowledge sharing and dissemination</u> | 2.20 | 7.4 |
| Information sharing | 1.7 | 1.4 |
| Posting questions | 0.19 | 1.3 |
| Providing feedback | 0.32 | 4.7 |
| <u>Knowledge acquisition and application</u> | 3.96 | 2.25 |
| Knowledge construction | 2.3 | 0.8 |
| Problem solving | 1.66 | 1.45 |

Note: The figures represent the average number of Blog entries/Facebook posts each participant contributed.

From the table above, it can be seen that there are some kinds of knowledge management that use social media.

2. Research about the framework Knowledge management in cloud or social media through knowledge engineering approach is divided into 4 parts: search the knowledge, store the knowledge, share the knowledge and publish the knowledge (Anuchit, 2015).

3. The next is the research about Cloud Oriented Knowledge Management And Social Media that divides into 4 important parts, they are account management, personalization, storage and retrieval, and knowledge searching (Ashema,2015).

2. Literature Review

A. Knowledge management

Knowledge Management consists of 3 main activities (Figure 1): (Dalkir, 2005)

1. Knowledge capture and/or creation, is the process of creation or the process of obtaining the knowledge. Creation process occurs if the actor is the initial owner of knowledge. If the knowledge is obtained from other, the process of knowledge capture will be more appropriate.
2. Knowledge sharing and dissemination is part of the knowledge management process to share and distribute knowledge to those in need.
3. Knowledge acquisition and application is the use and application of knowledge.



Figure 1. Integrated Knowledge Management Cycle (Dalkir, 2005)

A. SECI model

SECI is a theory that is created by Nonaka and explaining about the process of knowledge creation and transformation, tacit or explicit knowledge. SECI stands for Socialization Externalization Combination and Internalization.

Before discussing about SECI, it has to be considered that there are two terms “tacit knowledge” and “explicit knowledge”. These two terms are the integral parts of SECI. Tacit knowledge first introduced by Michael Polanyi in 1958. It refers to kind of knowledge that is found in a person and it is hard to be explained in a verbal sentence. Many of tacit are not documented yet, so it has a special way to converse them to the knowledge that are easy to be learnt. The opposite of tacit knowledge is explicit knowledge, the documented knowledge and easy to be learnt, especially if we compare to the tacit knowledge. As an addition, SECI is a conversing process or the transformation of knowledge, from a tacit knowledge to an explicit knowledge or from an explicit knowledge to the tacit one. SECI is divided into 4 parts, they are:

- a. Socialization is a process of transformation from tacit knowledge to other forms of tacit knowledge. Since the form of tacit knowledge mostly lies in the individual, it is difficult to convert the knowledge. It makes the conversion process done by demonstrating or practicing the knowledge to be imitated by others. When the others are able to imitate or do the knowledge, it means that the socialization process as the first part of SECI is done.
- b. Externalization is the process of converting tacit knowledge into explicit knowledge. The tacit knowledge that is stored on a person and is not documented yet, the process of individual externalization of the tacit knowledge is done by storing the knowledge into a particular document, so that the knowledge that was tacit changed into explicit knowledge after the externalization process. For example, a person who is able to cook will share the recipe or tape the way she cooks in order to documenting her ability in cooking.

- c. The combination is the third part of SECI, where conversion process of the explicit knowledge to the new explicit knowledge is done by combining and modifying the previous knowledge.
- d. Internalization is the process of converting explicit knowledge into tacit knowledge by practicing or demonstrating knowledge derived from explicit knowledge.

B. Social Media

Social media technologies have a number of characteristics that may suit information access and informal knowledge management by older adults, and there is a rapid uptake of these technologies by this demographic. Based on the characteristics of social media technologies and previous findings of online knowledge management.

Social media is the easy way to KM (Levy, 2009) and social media can facilitate KM by accommodating experiences and share them to another (Stiler, 2003). During the last decades, social media has been developed faster as an interactive media for everyone (Asur,2010).

Nowadays, Facebook is one of the popular social media that is commonly used as knowledge management where a research was done by academic and public libraries in English-speaking countries by using a tool for sharing the knowledge, information dissemination and knowledge gathering an investigation was done for analyzing the role of social media to knowledge management (Chu,2013). It shows that there is a relation between people by using social media as a part of knowledge management (Sotirios, 2009)

3. Results and Discussion

A. Knowledge Taxonomy for SMES

Taxonomy is a grouping method that describes the concepts and relationships between parts. While knowledge taxonomy includes identifying, defining and classifying each part of knowledge. Figure 2 describe knowledge taxonomy for SMES.

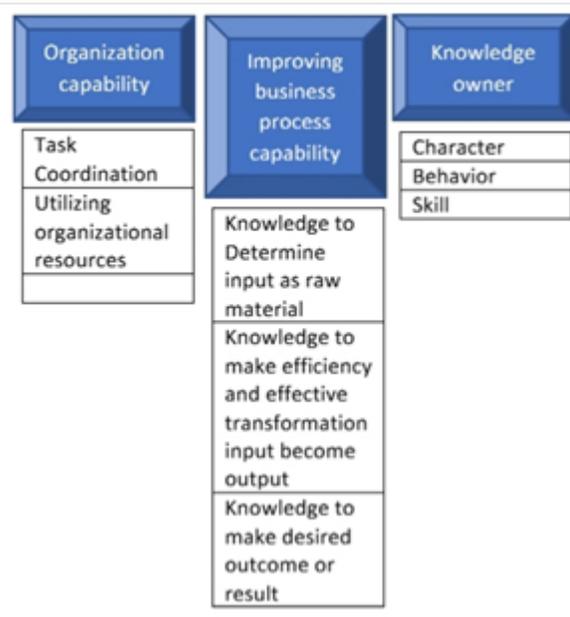


Figure 2. Knowledge taxonomy for SMES

SMES have knowledge that is grouped into 3 parts, namely organization capability, improving business processes capability and knowledge owner. Organization capability is divided into two parts, namely Task coordination and Utilizing organizational resources. Improving Business Process capability is divided into Knowledge to determine input as raw material, Knowledge to make efficient and effective process of transforming inputs into output and Knowledge to make desired outcome or result. Knowledge as owner is divided into 3 parts, namely character, behavior and expertise.

B. The Adoption Knowledge from Social Media Model with SECI approach

The figure 3 below describes the process of adapting knowledge from social media or cloud computing with the SECI approach.

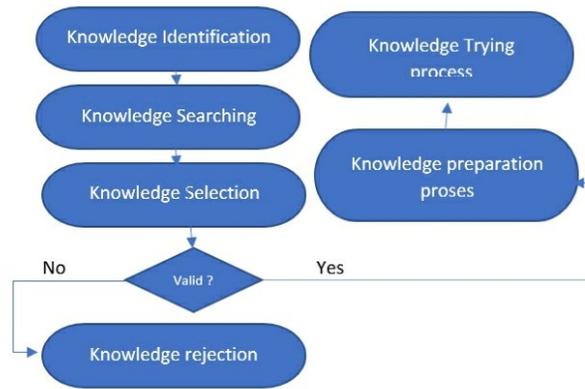


Figure 3. The Adoption Knowledge from Social Media Model

The first step of this process is the identification of needs by the user by searching for the type of knowledge required. The search results will be grouped into two categories that are appropriate and inappropriate of the knowledge need. If it does not appropriate with the user's needs, the knowledge will be ignored. On the other side, if the knowledge is appropriate with the needs of the user's knowledge, the next process is the preparation of absorption or implementation of knowledge. This preparation means providing all the tools needed in a knowledge experiment. Trying the tacit knowledge is the last step of this process.

SMES have knowledge that is grouped into 3 parts, namely Organization capability, Improving Business processes capability and Knowledge owner.

1. Organization capability in the conversion process uses internalization and socialization. The coordination task which is part of the Organization capability conversion process uses internalization (explicit to tacit). While the conversion process Utilizing organizational resources uses internalization (explicit to tacit) and socialization (tacit to tacit). Figure 4 describes the process of internalization and socialization of organization capability knowledge.

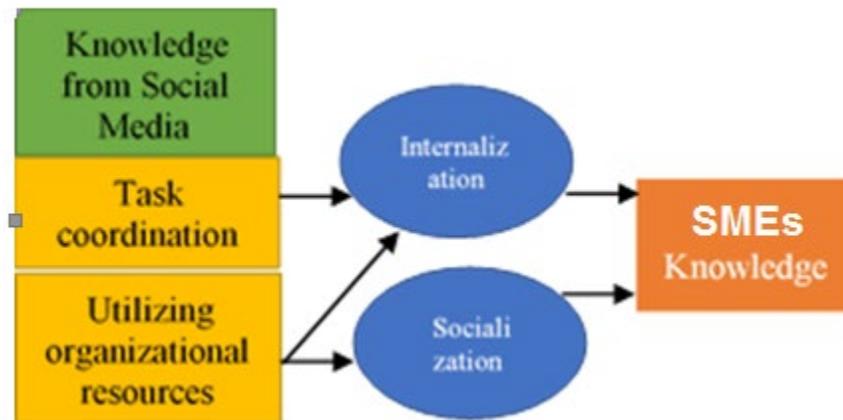


Figure 4. Internalization and socialization process

2. Improving Business Process capability is divided into The knowledge to determine input as raw material, Knowledge to make efficient and effective process of transforming inputs into output and Knowledge to make desired outcome or result. Knowledge to determine input as raw material uses the process of internalization and socialization in the conversion process. Knowledge to make efficient and effective process of becoming output transformation uses the process of internalization and socialization in the conversion process and Knowledge to make the desired outcome or result uses the process of internalization and socialization in the conversion process as described in Figure 5.

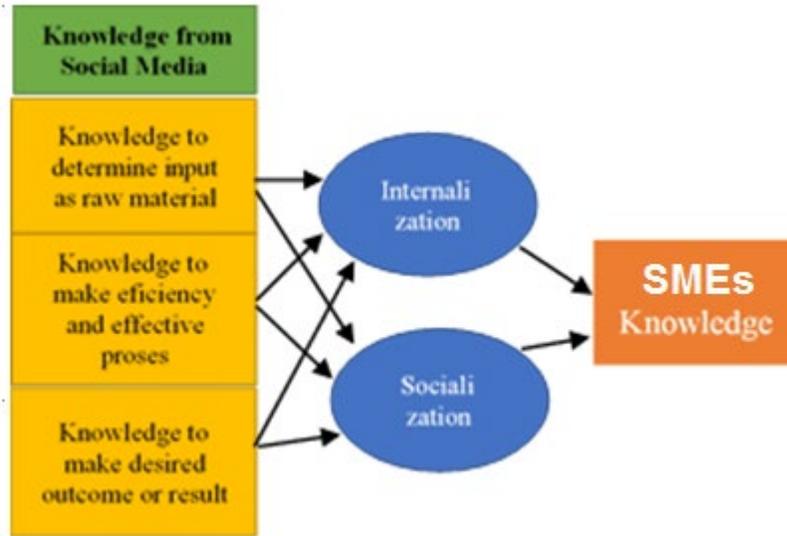


Figure 5. Improving Business Process capability conversion

3. The knowledge as owner is divided into 3 parts, namely character, behavior and expertise that all three use the process of internalization, socialization and combination to be used by MSMEs. Figure 6 explains the process

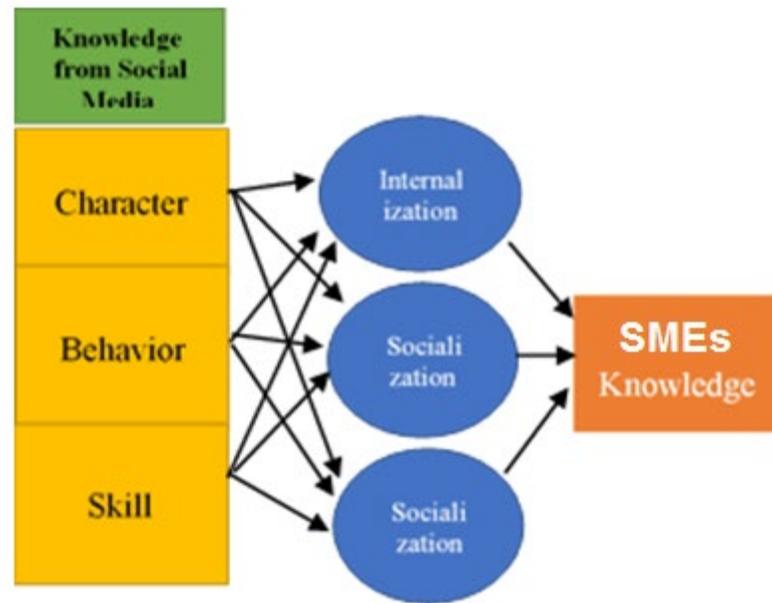


Figure 6. The knowledge as owner conversion process

4. Conclusion

The KM Model for SMES with the SECI approach refers to the 3 main types of knowledge needed by SMES in general. This research is still limiting the type of knowledge that needs to be developed again for subsequent research

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