

ANALYSIS OF THE IMPLEMENTATION OF KNOWLEDGE SHARING VIA FACEBOOK MEDIA IN THE LIBRARIAN WRITING CLASS COMMUNITY

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ABSTRACT

This research is aimed to recognize how knowledge sharing is applied through facebook in a KMP. The method used in this research is qualitative method with case study approach. The data collection technique is done through observation, indepth-interview and study of documentation. The informant is choosed by the purposive sampling technique. The result of this research shows that knowledge sharing applied through facebook in the librarian creative class based on the theory of Nonaka and Takeuchi involves the process of socialization, externalization, combination and internalization. The process of socialization done in the KMP community is recognized by the existence of incidental meeting activity and sharing activity infacebook group. Generally, the process of externalization done in the KMP community can be seen when someone is in charged of writing the result of documentations in the KMP. They are soft copy, hard copy, and also pictures from the meeting. The process of combination done by the KMP community is to deliver the result of documentation in the facebook group. The combination of knowledge resulted from the sharing session is combined with the knowledge resulted from the meeting, then it is combined again with the knowledge resulted from the internet or journals. The process of internalization done in the community of KMP is to apply and share the knowledge they have from their learning and experience to the others.

Keywords: knowledge management, knowledge sharing, facebook, Kelas Menulis Pustakawan Community

1. INTRODUCTION

Knowledge is expertise, skill, understanding or understanding obtained from experience, practice or through a learning process, even expertise obtained through a person's efforts and talents. Knowledge is also obtained from individuals or groups of people who have knowledge in an organizational routine. The

importance of knowledge means that the method of obtaining and utilizing it needs to be managed well. In maintaining the existence of an organization, knowledge management is needed in developing the organization. Knowledge management is defined as a way to compile, store and access information to build knowledge accompanied by a process of information transfer or knowledge sharing.

Through knowledge management, knowledge can be easily shared with others. This sharing process is called knowledge sharing. Knowledge sharing is a knowledge sharing activity that can be done face to face, such as meetings, discussions, seminars, lectures, or in a community. The KMP Community is a writing group consisting of individuals and groups of people who have interests and specifications/personal branding, one of which is writing. This community is a group/writing group which is a forum for librarians, library managers, observers in the field of librarianship, students taking study/concentration/interest programs in the field of Library and Information Science (both D-3, S-1, S-2, and S-3) and all library-loving communities who have a writing culture.

The managers or administrators in this community consist of librarians who have produced many works such as Tri Hardiningtyas (UNS Librarian), Noorika Retno Widuri (PDII-LIPI Librarian), Moh. Mursyid (Nun Librarian and Master's Degree Student in Library and Information Science, UIN Sunan Kalijaga-Yogyakarta), and Yuni Nurjanah (Librarian, Faculty of Engineering, Undip). This community has members with different backgrounds, many of whom are private librarians or civil servants. In its activities, the Librarian Writing Class management or administrators provide themes regarding writing to members, which is then carried out by a manuscript editing process to correct and evaluate the members' work so that the work it makes a better script. Members' works can be sent to publishers if the work is suitable to be sent.

Activities in the Writing Class Community Librarians provide output to their members by providing a work in book form. The role of knowledge sharing is very important in a virtual community such as Facebook. Where there is a process of individuals exchanging ideas, information or knowledge to make new works such as books.

In a community, knowledge sharing is a very important activity to carry out because basically this community is formed so that its members can interact and learn together and build relationships in the process of developing a sense of belonging and shared commitment.

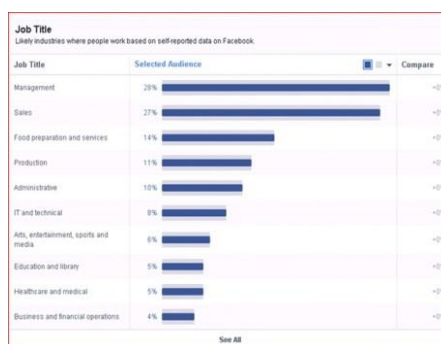
The Librarian Writing Class carries out knowledge sharing in an unstructured but scheduled manner every day online. Knowledge sharing is the main function in knowledge management in the Librarian Writing Class. Through knowledge sharing carried out by members of the Librarian Writing Class, they can share knowledge and information with other members via the social network Facebook, everyone can exchange ideas, information and share knowledge which can build

communication relationships more freely and be able to give the impression of no distance in communication. which can be done anytime, anywhere, and by anyone.

Social networks such as those mentioned above can be utilized by individuals, groups, communities/classes and certain organizations, both government and private for various purposes, such as communication media, knowledge sharing, promotions, and so on. Likewise with Facebook, the social networking application that is most popular and utilized by the public, as depicted in the diagram below:

The diagram above shows that Facebook is in first place as the social network that is most accessed and used by Indonesian people. The high level of public interest in the social network Facebook shows that Facebook is able to make communication easier.

The use of Facebook is not limited to one professional field, but people with various professions use Facebook to support their work. The following is a graph of Facebook users by job type:



(Source: Isparmo, 2014)

From the graph in Figure 1.2, it can be seen that professions in the field of education and libraries, one of which is librarian, are among the ten professions with the most Facebook users. This is natural, because so far librarians have used Facebook as a media to support work in the library sector, especially to promote libraries, interact and build relationships with library users, as well as carry out one of the library's functions, namely disseminating information quickly and easily.

Apart from that, the emergence of Facebook is also starting to influence communication between librarians. If previously discussions and various knowledge activities between librarians only occurred in activities that took the form of direct interaction, now various knowledge activities between librarians have begun to be carried out virtually through one of Facebook's features, namely Facebook groups. The following are several Facebook groups with the keyword "librarian" which are widely used by librarians as well as the number of members who are members of the group, including the Indonesian Librarians Association.

In this research, the Librarian Writing Class group was chosen as the research site, because the Librarian Writing Class group carries out knowledge sharing

online, so that members can easily exchange or share knowledge without any limits, time or distance.

In knowledge there is management so that the knowledge is easy to understand and meets the target for the recipient. This is a role in knowledge management. According to Drucker et.al in Tobing (2007: 16) define knowledge as information that changes something for someone, this happens when the information becomes the basis for action, or when the information enables a person or institution to take different or more effective actions. from previous actions. Davenport and Prusak in Nawawi (2012: 21) state that, "knowledge is not data, nor information, but it is very difficult to separate the two."

Another concept put forward by Von Krough, Icchiyo Nonaka and Chu Wei Choo in Nawawi (2012: 21) states that a summary of the ideas underlying the definition of knowledge is as follows:

Knowledge is a belief that can be justified (justified true belief);

- 1) Knowledge is something that is both explicit and thought out (tacit);
- 2) Creation of innovation involving five main steps, namely:
 - a) Sharing knowledge;
 - b) creating concepts;
 - c) Justify the prototype;
 - d) Disseminate this knowledge.

So it can be seen that knowledge is an accountable belief, knowledge that is both explicit and tacit, some knowledge can be written down, worked on and however, there is also knowledge that is closely related to physical experience, knowledge creates innovation which includes sharing knowledge, creating new concepts, justifying prototypes. which means knowledge must be developed, as well as disseminating knowledge.

Knowledge is basically obtained with information, the process of transforming information into knowledge according to Davenport and Prusak in Tobing (2007: 18) has four stages starting with the letter C, namely:

- 1) Comparison: comparing the situation in a particular situation with other known situations;
- 2) Consequences: finding the implications of information that is useful for decision making and action;
- 3) Connections: finding relationships between small pieces of information and other things;
- 4) Conversation: discussing the views, opinions and actions of other people regarding the information.

So it can be said that the transformation of information into knowledge includes comparing situations in certain situations, finding the implications of useful

information, finding relationships between small pieces of information, and discussing people's views, opinions and actions.

Knowledge is obtained from individuals or groups of people who have knowledge or sometimes in organizational routines. Knowledge is both explicit and tacit, some knowledge can be written down, worked on, and formulated in the form of sentences or expressed in the form of images. The potential of tacit knowledge should be explored and processed so that it can be organized together with other knowledge components. So there is a need for a knowledge management system so that knowledge can be utilized and transferred to others.

According to Wulantika (n.d: 246) knowledge management is an organizational activity in managing knowledge, as an asset where in various strategies there is distribution of the right knowledge to the right people and in a fast time, so that they can interact with each other, share various knowledge and apply it in their daily workday to improve organizational performance.

2. RESEARCH METHOD

In carrying out scientific research, systematic preparation techniques must be carried out to facilitate the steps that will be taken in scientific research. Likewise, the steps taken by the author in writing this scientific article. Literature study is research carried out by authors using the method of collecting books, magazines, library data, reading and processing research materials related to research problems and objectives. This research uses a literature study method, namely by conducting a literature study in journals that discuss and previous research that has been carried out related to the librarian profession. The data obtained from this literature study will be used as a source and reference for carrying out this research

3. RESULT AND DISCUSSION

In the socialization process, knowledge changes from tacit knowledge to tacit knowledge. The socialization process can be carried out through face-to-face meetings such as meetings, discussions, monthly meetings, education and training. The socialization process carried out by the Librarian Writing Class community is by holding seminars, workshops, book reviews and other activities such as discussions (sharing) in Facebook groups. The activities carried out by the KMP community are holding seminars, workshops or book review activities about the work produced by the KMP members.

At the end of December 2015, a book review activity entitled "Proud to be a Librarian" was attended by several members of the Librarian Writing Class. This activity was also attended by resource persons, Mr. Blasius Sudarsono and Mr. Wiji

Suwarno. This activity is carried out once a year, and there is no fixed schedule because the Librarian Writing Class community is a virtual community.

The stage of knowledge sharing socialization (change of knowledge from tacit knowledge to tacit knowledge) among members of the Librarian Writing Class community is by holding incidental meeting activities, or by carrying out sharing activities in the Facebook group. Members of the Librarian Writing Class community were quite active in attending the meeting, members who were not present due to distance and time constraints. Members of the Librarian Writing Class community discuss more often via Facebook because each member comes from a different region and city, so they more often use the social media Facebook to discuss and share knowledge.

The issues discussed during the discussion were regarding authorship, KMP community activity plans, member regulations and KMP's future steps. The way the KMP community uses to gain knowledge is through Facebook groups, or during face-to-face meetings. Then, the method used by members of the Librarian Writing Class to share the results of sharing, namely by sharing information or knowledge from the results of seminars, workshops or other discussion activities, is by posting to the Librarian Writing Class Facebook group. In the socialization process in the Librarian Writing Class community, this is by sharing the results of sharing during seminars, workshops and other discussion activities, which are then posted to the Librarian Writing Class Facebook group. The results of the discussion are then carried out by documenting them, which is called the externalization process.

4. CONCLUSION

Based on the results of research data analysis in researching the Analysis of the Application of Knowledge Sharing via Facebook Media in the Librarian Writing Class Community, reviewed through the SECI theory by Nonaka and Takeuchi in the process of socialization, externalization, combination and internalization, it can be concluded that:

The socialization process in the Librarian Writing Class community is through incidental meeting activities, or by carrying out sharing activities in the Facebook group. The way the Librarian Writing Class community uses to gain knowledge is by sharing via Facebook groups, or face-to-face.

The externalization process in the Librarian Writing Class community is that in general someone is assigned to record the results of the documentation, the results of the documentation are in the form of soft copy or hard copy, apart from that there are also other documentation results such as photos at meetings which can be downloaded in the features menu files on Facebook. Then, forms of documentation can also be shared via the Librarian Writing Class Facebook group.

The combination process in the Librarian Writing Class community is the result of the documentation obtained from the discussion at the meeting and shared

again in the Librarian Writing Class Facebook group. The methods used by members of the Librarian Writing Class are to combine knowledge obtained from sharing during meetings, then combined with knowledge obtained from internet sources or material sources from research results or from journals.

The internalization process in the Librarian Writing Class community is to apply or share the knowledge they have gained from their experiences and learning by sharing it with other people to create new knowledge. Apart from that, the way to apply the results of the experience and learning obtained by KMP members is to introduce the KMP group during face-to-face activities. The discussion (sharing) activities carried out in the KMP community also provide many benefits for the KMP members themselves, such as increasing friendships through Facebook or during KMP events. In the internalization process that occurs in the Librarian Writing Class community, after obtaining information or knowledge that has been obtained from the results of the Librarian Writing Class discussion, this knowledge is then shared with other people in order to create new knowledge.

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