

ABSTRACT

The implementation of AEC 2016 hinted that the level of business competition will become increasingly be sharp and be open. The phenomenon of AEC 2016 demanding that SME especially at SME's Industrial Centers of Knit Products Binong Jati Bandung to immediately improve itself, improvement and increase in internal and external side of the business. Related to that in order to competitive advantage is necessary to study on non-monetary of Intellectual Capital to determine the Intellectual Capital (IC) and the position of its components on SME's at Sentra Industri Rajut Binong Jati Bandung

In this study, measurements made is the Intellectual Capital Statement (ICS) on the three components of Intellectual Capital are Human Capital, Structural Capital and Relational Capital. The method used are a combination method (mix method). The technique used for data collection was triangulation and self assessment. While the data sources by purposive sampling and snowball sampling character. Analysis of data used are QQS assessment, impact factor and management portfolio.

The result showed there are 17 IC factors identified at Sentra Industri Rajut Binong Jati Bandung. IC factors relationship of co-operation partners was identified as a strength, while IC factor of corporate culture was identified as a weakness at Sentra Industri Rajut Binong Jati Bandung. IC components of relational capital was identified as the strength and IC component of structural capital was identified as a weakness at Industrial Centers of Knit Products Binong Jati.

Keywords : Intellectual Capital, Intellectual Capital Steatment, UKM, MEA, Rajut Binong Jati