

ABSTRACT

An Organization's business process has changed from production – oriented business to knowledge – based business. One of the impact of this business change is changing in calculating of the enterprise's assets which is focused on intangible assets, and one of the enterprise's intangible assets is Intellectual Capital (IC). Focus on calculating and managing IC Small and Medium – sized Enterprise (SME) to run business process efficiently in order to reach competitive advantage.

The purposes of this research are to understanding the factors of each IC components and its position in Cihampelas Industrial Center, and to arrange appropriate strategy that can be implemented to SME in Cihampelas Industrial Center.

Research method that is used is mixed method and Type of research itself is descriptive. Research sample are chosen by purposive sampling that characteristically is snowball sampling. Data collecting has done with data triangulation. This research use analysis technique according to Intellectual Capital Statement (ICS) made in Europe.

There are fifteen IC factors in Cihampelas Industrial Center SMEs categorized into three components Human Capital (HC), Structural Capital (SC), dan Relational Capital (RC). IC factor supplier relationship is identified as strength, on the other hand IC factor relationships to co-operation partners is identified as weakness. Otherwise, if the research results are seen based on the IC components, Human Capital is identified as strength and Structural Capital is identified as weakness.

The results of this IC analysis can be a guideline to arrange supportive business strategy in Cihampelas Industrial Center. For example, strategy that can be implemented according to Customer Relationship factor is communicate new products to customer, evaluate the process business and product by listen and receive critics from customer, and build customer loyalty. Another strategy that can be implemented according to Management Instrument is build a computerized service system, maximize the use of internet technology to run the process business memaksimalkan pemanfaatan teknologi internet dalam menjalankan proses bisnis, so these strategy can increase productivity and sit in the better market position.

Keyword : Intellectual Capital, Intellectual Capital Statement, Human Capital, Structural Capital, Relational Capital, IC Strategy, SME.