

ABSTRACT

PROPOSAL DEVELOPMENT OF STANDARD OPERATION PROCEDURE (SOP) OF IMPLEMENTATION EVENT USING EXTERNALIZATION OF TACIT KNOWLEDGE AND SIX SIGMA IN SUB DEPARTMENT OF COMMUNITY AND CUSTOMER SEGMENTED (CSC) GraPARI BANDUNG

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Implementation of events organized by the sub-department of Community and Segmented Customer (CSC) Grapari Bandung is one attempt to enhance the customer loyalty and quantity. Therefore, the sub-department of CSC need to improve the quality of implementation of business process events that are implemented.

This study uses the Six Sigma quality improvement by measuring through a process of knowledge spiral. Six Sigma is a method to improve the quality and business performance by solving problems that will focus on the process. Meanwhile, the Knowledge Spiral are the stages undertaken in managing knowledge both tacit and explicit. In this study, data obtained from interviews of actors namely business process with the next sub-department of CSC customer process, including suppliers of merchandise, event organizer, suppliers of publications, and internal party PT. Telkomsel. The results of this study found some bad experiences suffered by the perpetrators of activity in business process. Bad experiences would be processed into a key characteristic (CTQ), which will be used in the preparation of Standard Operation Procedure (SOP) as a standard to be met in the implementation of business processes.

The conclusion of this research is SOP, which is explicit knowledge can be made with the accompanied increase in the quality of the event can be improved using Six Sigma method with data derived from the Knowledge Spiral in particular the data in the form of tacit knowledge. For further research, next research can expand the coverage area of research not only in the sub department of CSC Grapari Bandung and include controlling stage of six sigma.

Keywords: events, business processes, knowledge spiral, six sigma, Standard Operation Procedure (SOP)