

ABSTRACT

At PT Awand Tiga Saudara division Awand Musikindo there is a production department which has the task to conduct the production operations. Production operations consists of four main stages of the process that is arrangement, tracking, mixing and mastering. Production operations involves a lot of experience and knowledge that still be tacit knowledge. Tacit knowledge in the production department is closely linked to affect the quality of products and contained in each member of the production team so that will be lost when there is turnover of production team members. Therefore, it is necessary to knowledge conversion about the process of implementation the production operations that still formed in tacit knowledge into explicit knowledge, so that knowledge is stored in the company and can be a learning material for all parties involved in the company.

This research uses SECI models as a method that consists four phases of knowledge conversion is Socialization, Externalization, Combination, and Internalization. In socialization phase, tacit knowledge that on operator about the implementation process and ways of learning to tracking, mixing and mastering was captured by conducting observations and interviews. The tacit knowledge that has been captured, will be documented as a document workflow processes in externalization phase. After that, in combination phase, the results of each document workflow processes as basis for looking the best practice using the factor rating method. And the last, best practice of implementation and ways of learning to tracking, mixing and mastering in the form of a guidance of implementation and learning documents will be socialized to company using FGD.

Results of this research is best practice of implementation and learning to tracking, mixing and mastering that in the form of a guidance of implementation and learning documents. For the implementation of tracking, mixing and mastering as well as learning to tracking and mixing, which is was elected as best practice is workflow processes performed by operator 1 with a total value of each based on the factor rating method is 9.911 for tracking implementation, 9.819 for the implementation of mixing, 9.494 for the implementation of the mastering, 10 for learning to tracking and 9.7 for learning to mixing. For the learning to mastering, which was elected as best practice is workflow processes performed by operator 1 and operator 2 with a total value of each is the same that is 2,403.

Key words: Best practice, tacit knowledge, knowledge conversion, Standard Operation Procedure, the music label and production processes.