

ABSTRACT

Small Medium Enterprise (SMEs) is one of the most important factors in economic development especially in Indonesia. Since 2016, Indonesia is facing the ASEAN Economic Community which has positive and negative impact to SMEs in Indonesia, because of this regulation force and open the free market in ASEAN. This situation could trigger a competitive competition between local and international SMEs. Because of that current situation, therefore, it takes business strategies to improve business performance so that it can complete. Previous research has shown that there is a relationship between knowledge management strategies, innovation, and organizational performance within the company. So the application of knowledge management is one among the ways to improve organizational performance in this fashion Moslem wear company. Constraints that, this Moslem wear company, we finding that the application of knowledge management influenced by some situation, namely, the background of education is still low, high turnover, and customers who continue to grow.

Related to the above conditions, the purpose of this research is to know the application of Knowledge Management Strategies in achieving organizational performance Moslem wear company ,medium business. In terms of theory, this study focuses on strategic knowledge management, innovation, and organizational performance. This research is a qualitative research, conducted by exploring in depth to gain broader insight so that the application of knowledge management strategies conducted in Moslem wear company can be known in detail and deeply understand. This study uses case study method where the researcher try to explain the phenomenon by studying in depth examples of cases that occur in Moslem wear company so that researchers only focused on one object of research.

As a conclusion, based on interviews and observations, the process of applying knowledge management strategies in achieving organizational performance for medium-sized enterprises with case studies in Moslem wear company has defined. Applied knowledge management strategies have been modeled in achievement of organizational performance for Moslem wear company. The benefits of modeling the application of knowledge management strategies in the achievement of organizational performance is an indication for medium sized enterprises especially in the field of fashion to see the relationship of knowledge management strategies and organizational performance that has been applied in the company.

Keyword: Knowledge Management, Knowledge Management Strategies, Innovation, Organizational Performance, SMEs