

ABSTRACT

Decreasing revenue growth of PT. Telekomunikasi Selular from legacy product, such as voice, short messages services (“sms”) and broadband. caused by customer’s behavior shifting, which customer more choose to use voice and sms service not in traditional way but use it in internet based. PT. Telekomunikasi Selular already anticipate this situation by conduct Innovation Award regularly since 2013, in prder to keep continuity of product and services innovation, this program has been implementing as a part of knowledge management roadmap at PT. Telekomunikasi Selular.

The most important process of knowledge management are knowledge sharing and knowledge storing, which documenting knowledge resources and distribute knowledge to whole organization as main resource of innovation at corporate. This thesis conduct research about employee’s innovation increasing by utilize knowledge management. This research will focus on evaluate influence of knowledge sharing and knowledge storing in innovation at product development function at PT. Telekomunikasi Selular.

Data were collected through questionnaires distributed to 307 employees by email and whatsapp. The 307 employees was selected based on employees who have accountability in product and service development. The 292 valid data were analyzed by using SPSS for windows versi 21.

Keywords : *Knowledge sharing; Knowledge Storing; Innovation*