

## ABSTRACT

*In this digital era, company can't avoid the change of business direction. It's because of technology which develop rapidly which has impact on the number of internet and social media users. The increased number of internet and social media users in Indonesia has caused the decline in legacy revenue which is currently a main revenue for this company.*

*This change is a threat as well as an opportunity for company to maintain their existence. One thing which company can do is improving service quality and innovation. This can't be done without knowledge sharing process to support the development of knowledge and innovation.*

*Based on the data reported by the Learning Development and Knowledge Management Division, employees' interest in the knowledge sharing program is very low, which is indicated by the percentage average of participant in Sharina program in 2017 (only 5.34% of total employees).*

*This study aims to determine the influence of rewards, organizational mechanisms and interpersonal support on knowledge sharing effectiveness in Product Development functions at PT. Telekomunikasi Selular. Based on research which is conducted in 292 employees at the function, it concludes that those three variables have influence on knowledge sharing effectiveness and the one which has greatest influence is organizational mechanisms.*

*Suggestions for this research are: policy making of reward system especially in financial rewards for employee who did knowledge sharing activity, development and socialization of knowledge management portal and define knowledge sharing activity as a part of employee objectives or key performance indicators so that all employees can support each other and familiarize themselves with knowledge sharing activities.*

*Keywords: Product Development, Knowledge Sharing Effectiveness, Rewards, Organizational Mechanisms, Interpersonal Support*