

ABSTRACT

Wbapparel.co is a business in fashion industry. Wbapparel.co was founded in April 2019, which produces T-shirts that are designed uniquely by displaying the zodiac logo on the clothes in the form of embroidery. In selling products, Wbapparel.co uses the help of social media which the trend to be used in the current digitalization era, specifically in Instagram for advertising and also endorsement. In every activity carried out by the owner of Wbapparel.co, marketing activities do not have a business process yet that is the standard for every activity. If there is any change of the employment, especially the experienced one, then the absence of business processes can cause problems. Because of that the authors conducted this research by designing a new business process for the marketing activities that can be shared and used by the employees to carry out the marketing activities.

The research was conducted by creating a business process and processed using the SECI method that will produce the best business processes practices and indicators of a success for the marketing activities on Wbapparel.co. This research produces knowledge management that will broadly share information that is very important owned by the organization such as employee expertise, skills, network relationships and policy policies that exist in the Wbapparel.co business.

The results of this study are getting business processes for each marketing activity accompanied by standard operating procedures (SOP) that will make it easier for employees to carry out marketing activities and there are no mistakes in their activities. Based on research conducted, it was concluded that business processes can simplify the process of marketing activities and become more structured so that there are no misunderstandings between employees when conducting marketing activities.

Keywords: Business processes, Knowledge Management, SECI