

## **ABSTRACT**

*KOKU Footwear produces four types of shoes, namely Boots, Oxford, Pantoffle, and Special Order shoes which are sold on Pre-Order. Special Order shoes are a type of specially Ordered shoes and have the most difficult level of workmanship compared to the other four variants. In the manufacture of Special Orders shoes, KOKU Footwear does not yet have a written Standard Operating Procedure but only relies on one individual's experience. Therefore, there is no appropriate division of job descriptions due to the absence of Knowledge documentation for each production process. Writing this final project aims to design an E-learning content that helps the production process of Special Order shoes by documenting and distributing knowledge.*

*The above problems are solved in the final project by processing the data using the ADDIE and SECI methods. The first stage in the Analyze section is to identify the company and identify the shoe production process. Followed by the design stage for the creation of the proposed E-learning content using the SECI method. In the Socialization section, observations were made in the form of interviews and focus group discussions to obtain the necessary data. Furthermore, in the Externalization section, knowledge documentation is carried out. Continued at the Combination stage, a comparison of existing knowledge and the knowledge offered to become the final content. It ends with the internalization stage, namely tacit knowledge which enters the stage of creating E-learning content. Move on to the next step development where E-learning is developed. The next step in the implementation stage is conducting E-learning experiments on the company. The last stage is the Evaluation stage, where an evaluation of the designed E-learning content is tested and carried out.*

*The output of the Final Project is E-learning content which contains the best practice for the four main stages of Special Order shoe production. These stages are patterning, upper making, bottoming, and final assembly.*

**Keywords: ADDIE, E-learning, SECI, Special Order Shoe**