

## ABSTRAK

Penelitian ini berjudul “Proses dan Dampak Implementasi *Knowledge Sharing* Dalam Menciptakan Inovasi Produk di CV. Epicologie Semarang”. Penelitian ini bertujuan untuk mengetahui bagaimana inovasi yang dihasilkan selama adanya penerapan KS di CV Epicologie. Penelitian ini menggunakan metode kualitatif fenomenologi. Menggunakan subjek penelitian satu Owner, dua karyawan bidang kreatif, satu karyawan bidang fotografi, dan satu karyawan bidang marketing. Teknik pengumpulan data menggunakan metode wawancara, observasi, studi pustaka, dan dokumentasi. Hasil penelitian ini menentukan bahwasanya selama ini CV Epicologie tanpa sadar telah melaksanakan aktifitas *Knowledge Sharing* dalam manajemen bisnisnya. Aktifitas tersebut dimanifestasikan dalam kegiatan *brainstorming*, ngobrol santai diluar jam kerja, dan obrolan dalam media sosial. Output dari aktifitas *Knowledge Sharing* tersebut menghasilkan inovasi berupa produk. Namun tidak jarang inovasi yang dihasilkan berbenturan dengan kemampuan pasar. Target market yang rata – rata adalah siswa sekolah, memiliki keterbatasan budget dalam membeli produk dari CV Epicologie. Guna mensiasati kendala tersebut CV Epicologie menawarkan produk inovasinya dengan variasi harga sesuai kemampuan budget pasar.

**Kata Kunci : *Knowledge Sharing*, CV Epicologie, Inovasi.**

## **ABSTRACT**

*This study was entitled "The Process and Impact of Implementing Knowledge Sharing in Creating Product Innovation in CV. Epicologie Semarang". The purpose of this research was to find out how the innovation produced during the application of KS in CV Epicologie. This research used a qualitative method of phenomenology. The subjects of research were one owner, two creative employees, one photographer, and one marketing employee. Data collection techniques used interview, observation, library research, and documentation. The results of this study determined that so far CV Epicologie has unwittingly carried out Knowledge Sharing activities in business management. The activity was manifested in brainstorming activities, casual chatting outside working hours, and chatting on social media. Knowledge Sharing activities produced the innovations such as a product. However, sometimes the innovations produced was not compatible with market capabilities. The average target market was school students who had a limited budget in buying products from CV Epicologie. Therefore, CV Epicologie offered various prices to adjust market budget capability.*

**Keywords : Knowledge Sharing, CV Epicologie, Inovation.**