ABSTRACT

Efforts On Self-Concept Development Through Knowledge Management Process

The concept of self is a crucial factor in interpersonal communication, because everyone behaves much as possible in accordance with the concept itself. Employees understand Latkesmas Surabaya 20% don’t understand and 80% quite understand the Interpersonal Communication. 10% understand and 90% don’t understanding of the Self Concept. This study to identify the characteristics of the human resource base of knowledge management, interpersonal communication and self-concept; implement knowledge management and compared the self-concept of knowledge. This study is an action research, carried out by using the Pre-Experimental Techniques with One-Group Pre-Test Post-Test Design with 10 respondents. Knowledge management can develop a self-concept in Surabaya Latkesmas employees manage personal advice, personal opinion, and the opinion of the work. On the other hand knowledge management has not been effective in developing the concept of self-managing employees in employment advice, personal opinion, and opinion of the work. The study recommends a management of knowledge can be implemented in Surabaya Latkesmas but adapted to the conditions and capabilities.

Keywords: knowledge management, interpersonal communication, self-concept