

Knowledge Management Implementation towards the Effectiveness of Community Service Programs Used as the Family Economic Program

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Abstract

The transfer of knowledge is critical for a company to expand and transform. Regarding a country's socioeconomic development, micro-enterprises The research's objective is to know the role of the knowledge management implementation on the community service and its impact on the family economic program. The method of this study uses systematic secondary data search and meta-analysis. The findings of this research shows the following matters: First, the correct knowledge management implementation is effective for the community service activities. Second, the good and feasible community service programs can enhance the family economic resilience program. Thus, knowledge management is effective means of enhancing the family economic program.

Keywords: Knowledge Management, Community Service, Family Economic Program

INTRODUCTION

In relation to the family economic resilience, the Government of Indonesian has determined to enhance the dissemination of the financial donation as called “Family Hope Program” since 2019. This kind of fund are usually distributed and disbursed in February, May, August and November, but starting in 2020 the distribution took place in January, April, July and October. Furthermore, as President Joko Widodo said, the number of the fund will be added twice from originally Rp 1,890,000. The number of Beneficiary Families were 10 million, which has been increased from 6 million families in 2020.

So far the distribution of Family Hope Program funds nationally has reached 96%. Based on the the instructions of the President, the donation in 2019 have been added significantly from as much as Rp 19.3 trillion to as much as Rp 32.65 trillion. The addition is pursuant to the increase of the indexes of social aspect, health problems, educational affairs and social welfare matters. According to the official report there are two policies which are important that has been issued by President Jokowi relating to the realization of the family hope program. Firstly, the enhancing of family hope program that receives the donation into 10 million receivers. Secondly, the number of social assistance index has increased as well.

In relation to such policy, the government continues to form a prosperous family, in addition to optimizing the Family Planning program, empowerment and guidance in the economic sector is also needed for all families in Indonesia, namely through UPPKA (Efforts to Increase Acceptor Family Income) with a wider scope, including involving couples of childbearing age. Furthermore, one intervention that can be carried out is efforts to increase family income which is carried out through learning efforts about productive economic businesses in the form of micro businesses. Because micro businesses constitute the majority of economic activities carried out by society. Through the power of micro businesses, they can be used as an alternative in reducing unemployment, because they will automatically have a positive impact in reducing poverty in

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Indonesia. In 2023, it has been proved that the increasing financial funding to the community has been successful to decrease the poverty in Indonesia (Statistical Center Board, 2023).

Due to the above problems, the higher education institution communities are obliged to assist the government programs by conducting what is called as community service. In this activity lecturers can share their knowledge that will help the target community manage the financial aids from the government in the form of the family economy program. To do such thing, knowledge management can be used to help them to manage their money wisely in accordance to their needs and moreover they can make use of it to increase their income by running small medium enterprises (SME).

From the above backgrounds, the research statement in this paper are as follows: First, how can the knowledge management implementation be used in effectiveness of community service programs? Second, how can the community service programs can enhance the family economic resilience program? Starting from those statement, the writer conducted study entitled “Knowledge Management Implementation towards the Effectiveness of Community Service Programs Used as the Family Economic Program”

LITERATURE REVIEW

Knowledge Management

What does knowledge means? Definition of knowledge is “facts, information, and skills which is acquired by a person through experience or education; the theoretical or practical understanding of a subject” (Dictionary of Oxford). It is also defined “as condition of knowing something with familiarity gained through experience or association” (Merriam Webster Dictionary). What is actually management of knowledge? Management of knowledge is the process to collect, organize, disseminate and analyze the knowledge in such a way so it can easily be accessed by users. Knowledge management can generate and increase values, and contributes to the organization activity implementation (Oliva, et.al., 2019)

Moreover, knowledge management involves data mining as well. In line to that, currently knowledge management system has evolved as an important means to capture, store, disseminate, and apply the knowledge in organizations (Nurnaningsih, A., et.al., 2023).

Generally, the main goals of knowledge management are used to enhance the efficiency of the organization and to save knowledge so that it can be easily accessed by users. It has been proved that there is significant correlation between management of knowledge and organization long term durability (Ahmed Demir, et.al., 2023). Furthermore, knowledge management is aimed at giving the users correct information at the proper time. In order that it can be done, the following matters should be done: First, capturing knowledge in a knowledge management system. Second, organizing knowledge to address specific tasks. Third, sharing knowledge with others who need it. Fourth, improving processes in order to that the knowledge can be accessed easily. Fifth, Promoting the users of the new knowledge. Moreover, by taking the advantage of knowledge, it is possible to stir innovation in relation to the economic growth, which is a central theme in management of knowledge. Thus the correct uses of knowledge will enable to obtain the known opportunities for the organization concerns, new remedy, and keeps stayed superior in rapid changes of the environments, relating to economic problems and other related matters (K. Varaku & R. Sickles (2023). It has been revealed as well about the importance of management of the knowledge in implementing the process of the organizational innovation, and assisting to understand benefits of knowledge management in obtaining the sustainable organizational innovation (Jaffar Abbas, et.al., 2020).

Knowledge has four types, namely: First, knowledge which is explicit. this knowledge type is in the form of codification and can be extracted and managed by management system of knowledge easily. Second, implied knowledge, where it relates with natural intuition; such as, emotional intelligence, intuition and judgment. Third, implicit knowledge referring to the application of explicit knowledge which is the explanation of the explicit knowledge. Fourth, embedded knowledge which can be found in systemic processes, routines, manuals, structures and organizational cultures which is referred as procedural knowledge as well. In conclusion, the

mixture of management of the knowledge, usage of information, and transformation can create cooperation which can make the entity to obtain durable growth and accomplishment (D. Marchiori & L. Mendes, 2023).

Community Service

According to the theory community service covers to individuals who do not live separated from their surrounding community. It also keeps interacting with several entities, such as family, household, and community across different hierarchy. The association, then, create an unavoidable impact throughout the whole order. Moreover, all orders work in association one another. That is why, this perspective can develop a holistic view towards individuals and communities as a whole (Sama Bassidj & Mahbub Hasan, 2022).

Accordingly, community development practice originates from manner of understanding, conducting, and becoming to indigenous society in the world and values of contingency and pay attention to other people (Jennifer Koh, 2023). This is why the process of community recovery and reconstruction depends on the renewal of their sense of community and the revitalization of their indigenous culture. Community development has been identified as a fundamental social work approach or method for working with marginalized communities facing widespread social problems resulting from inequitable policies and planning at the global, national, state and regional levels.” (Goel et al, 2014)

Family Economic Program

As is known, Law Number 52 of 2009 has mandated that fostering family resilience and welfare be carried out through enhancing access and chances to accept the information and economical sources by way of family small business, innovative progress in providing assistance to poor families, as well as implementing efforts to eradicate poverty.

The main goal of the economic program for the family is freedom from the poverty and the empowerment of the economy through the entity of the small business implementation at several places in the country in a durable ways as an important factor to erase the poor condition of the family and the economic program resilience.

Efforts to increase family income prosperous in an inspiring way family interest and enthusiasm for entrepreneurship, so that changes in behavior occur in family. Accordingly, they are willing, knowledgeable and able to conduct productive economic efforts. Thus, productive economic enterprises are business activities to produce goods or services and marketing them within in order to increase the family income. This policy is supported by the higher education in the form of community service activities whose main goals are as a means of mediation in strengthening the target society (Fitra Lestari, et.al.,2021).

Based on implementation experience, the program of the family income business group management program acceptors is carried out to increase family income through eight steps, namely 1) forming groups, 2) identifying market opportunities, 3) determining the type of business, 4) raising capital, 5) production processes, 6) marketing, 7) partnerships and 8) mentoring. Apart from that, there is a process that must be gone through, such as creating a product that has market opportunities, raising capital and guidance, and forming a market network in groups.

METHOD

This research employs the secondary data finding method and technique of meta-analysis. This kind of analysis is a method of searching for information similar to the current study topic (Narimawati, Umi & Sarwono, Jonathan, 2020). The information obtained is in the form of secondary data related to knowledge management, community service and family economic program.

RESEARCH RESULT

Knowledge Management and Community Service Organisations

Based on the information that has been collected knowledge management is important for community organisations. This is because the community directly and indirectly face organisations, namely the non profit and local government organizations. That is why the implementation of the knowledge management is important. It has been proved that knowledge management is an effective tool to increase the relationship with other parties, in the business context, widen the consumer relation (Mahmoud, M.M, 2020).

As a matter of fact, many organisations encounter various challenges, some of them are a) limited resources, b) personnel turnover, c) the need to make adaption to social changes, d) environmental problems, and e) political interests. Accordingly, when a certain organisation has the ability to access, share, and synthesise knowledge easily, the concerned organization can enhance its resilience and productivity and at the same time decrease organization ability and loss. Thus the possibility to gain and disseminate the correct knowledge at the proper time will be able to inform the decision making based on the evidence and proof as well as to trigger cooperation and improvement. Moreover, the ability of the organization to change completely the information they have acquired into the actionable knowledge is important to be used in decision making and innovation. That is why, knowledge management, in this context, can serve as a good method to change the data and information into precious knowledge and enhance the organization practical functions (U. Schmitt, 2020).

As a matter of fact, on site, not all knowledge possessed by the organization true. Furthermore those depends on the captivity and dissemination of the information which is in the organisation personnel minds and their leaders. Nevertheless, such information is very important to be used for the sake of the efficiency of the role, and durability of the entity concerned. Furthermore management of knowledge, currently, has been develop to cover a holistic approach stressing on the catching, creation, saving, and the knowledge dissemination to increase the effectiveness of the organizations (L. Bermon-Angarita & L. J. Rueda-Caicedo (2021).

That is why, it can be concluded that the good management of knowledge application can assist the entities to surpass those defiance by making that precious knowledge and expertise must be hold and kept within the entity itself, rather than being reduced when an organization personel member quits from that organization or the project donation terminates.

At present, organizations are encountered with a lot of big data both from the internal and external sources in which the organizations must be able to transform those data into the practical and actionable knowledge (A. Mukhtar B, et.al., 2023). In relation to the community service organizations, there are three main knowledge management principles, namely First, Knowledge acquisition: this focuses on searching, gathering and making knowledge, which originates from variety of originality. Thus such knowledge can be obtained, so implementation and meaning for the organisation should be understood to identify the best means in order to disseminate. Second, Knowledge organisation: this concentrates on setting up and saving knowledge in such a way within a certain space, so that it can be easily obtained and practised by members of the organizations. This needs to comprehend of what the knowledge will be used for and such knowledge can be used by individuals, when such knowledge' application and practised by them. Third, Knowledge dissemination: it stresses on holding and sharing knowledge as well as it can cover materials to discuss from the legal training and communications up to the simple conversation among the members of the organizations. The study proves that knowledge management practices can enhance the world start-ups' performance in their financial performance, provide the direction for the business organizations' owners, enable to comprehend better how the management of the knowledge can assist the achievement of the increase in the financial efficiency (Enrico Batisti et.al.,2022)

4.2 Knowledge Management Affects on Community Service

How does knowledge management affect on community service? There are three ways, namely 1) acquire the knowledge; 2) organise the knowledge; and 3) share the knowledge.

First, Acquire the knowledge: a certain organisation is necessary to be able to be able to make knowledge identification which has been possessed. This process is named as an the organisations' knowledge saving and

can gather and unite any types of knowledge, originating from the insights based on the experiences that has been gathered from members of the organisation to the intellectual possession and data that has been generated from the result of the analysis. The knowledge can be obtained from several techniques, such as interview making with the individuals, discussing previous works and reports, or conduct an analysis the data and information they have obtained from the research. Accordingly, once such knowledge has been able to be understood, it needs to be collected and saved in such a way that is easily read by the individuals in the organization so that they are able to utilize it.

Second, Organizing knowledge: Storing knowledge can take many forms. This depends on the size and complexity of the community service organization. It can be a shared document, a spreadsheet, or a cloud-based storage system. It can also be a knowledge management system that includes content, records, client management systems, and complex databases. The key is to ensure that knowledge is organized in a way that is safe, secure, intuitive, and easy to use, so that people in the organization can quickly find the information they need and also understand the privacy issues that this information may have for the organization itself.

Third, Share the knowledge: Simply acquiring and storing knowledge is not enough. To realize the benefits of knowledge management, organizations must foster a culture of sharing and collaboration. This can mean encouraging members of the organization to contribute their knowledge and expertise, and providing them with meaningful learning opportunities. This can be done in a variety of ways, including regular member meetings, cross-functional project teams, and training activities. (Pradeepa Somasundaram, 2024).

How to Make a Knowledge Dissemination Culture

There are several ways to create a culture of knowledge sharing, here are some ways: First, create a safe environment for knowledge sharing: maintain a culture where members of the organization and its leaders support the free sharing of knowledge and have appropriate strategies and spaces to do the same. Second, recognize and support good practices in creating, organizing and disseminating knowledge: encourage members of the organization and their leaders to create and share knowledge by recognizing contributions and sharing examples of good knowledge management practices. Third, create simple and repeatable processes, organize and disseminate knowledge: create simple tools and means that allow knowledge to be easily accessed, applied and shared.

Furthermore, Cultural institutions part of expertise can allow members of the organization cooperation plus efficiency. They may like innovation, the best rewards of decisions, and the feeling and strength of community in the organization. In addition, good information management processes can be implemented to align the vision, mission, and goals of the public service organization.

Other ways to foster a culture of knowledge sharing are: first, simplifying the systems and processes used to acquire, organize and disseminate information. Second, reducing duplicate and outdated information. Third, ensuring consistency and comparability of information. Fourth, enabling analysis and construction of relevant ideas. Fifth, enabling informed, active and evidence-based decision-making. Sixth, preventing knowledge loss by promoting transparency and communication. Seventh, making collaboration effective.

Finally, management of knowledge is about creating what we have gathered, saved, and disseminate correctly where the community service organisations can make sure that the data and information they need are available and accessible.

Community Service Organization and Family Income Resilience

Based on the research, knowledge management and information can have an important role in economic activity. By using the correct tools, techniques and ways; knowledge management can help economic development of the community. This can be done by way of making effective community service activities. The community service organizations can use the knowledge management tools to increase the external communications of targeted local community. In addition, by using knowledge management tools and techniques, community service providers can help small businesses capture and use their knowledge and information. More importantly, knowledge management tools and techniques can be used to uncover local

information and entrepreneurial activities that can form the basis of future family economic resilience. Family economic resilience is actually a concept that extends from individual resilience development to general systems theory, which includes family theory and links therapeutic models, family stress, and coping. (Ivana Maorovic, et.al., 2020).

Finally, Economic development practitioners can use knowledge management tools to enhance knowledge exchange among community members and to capture and disseminate knowledge within their own organizations. Thus, knowledge management can be a powerful tool in family economic development. Furthermore, the use of knowledge management tools in family economic development is just beginning. Therefore, economic development practitioners should be encouraged and supported in their efforts to utilize them to meet their own needs. In conclusion, economic sustainability and resource availability are key prerequisites for family economic resilience. (Mahdy Suleamany, et.al., 2022).

Higher Education Institution Roles in Family Economy Resilience

There are three educational deeds where the higher education institution in Indonesia should be responsible for, namely teaching and learning activities, conducting a research and doing community service. The third one, community service is the activity that directly touches community in general. One of the main goals in community service in higher education institution is to enhance community empowerment relating to their economy resilience (Pratiwi, et.al., 2023). That is why, the community service activity is the important tool for the lecturers to assist the target community's problems, one of which is the family economic problem. It has been revealed that family economic resilience are affected by social welfare, meaning that the economic, in more detailed, financial need should first be sufficient (Euis Sunarti, et.al., 2021). Furthermore, community service that has been formally conducted by state universities in the form of practical service on site are proved to effective in assisting the target community to enhance their skill and expertise which lead to their financial income resilience (Hesti Viranda & Markos Vileria, 2024). By doing community service, such as giving information how to manage the family financial income and train them to be self sufficiency by way of running small business. If this is done well, the target community does not merely depend on the financial donation from the government. They can be self-sufficient and able to run small business in order to gain the family financial resiliency. From this condition, they can make by their own capability the family financial program for their future. A research model has proved that the government financial funding can alleviate the poverty and enhancing the family economic resilience (Imran U.R .,et.al., 2021). Thus, financial resilience can be fulfilled when the individual's ability to function effectively in bad financial situations, can assist other people to surpass their financial adversity and, finally, to enhance the log term economic growth (Fanny Salignac, et.al, 2022).

Those discussion above can be summarized in the following figure:

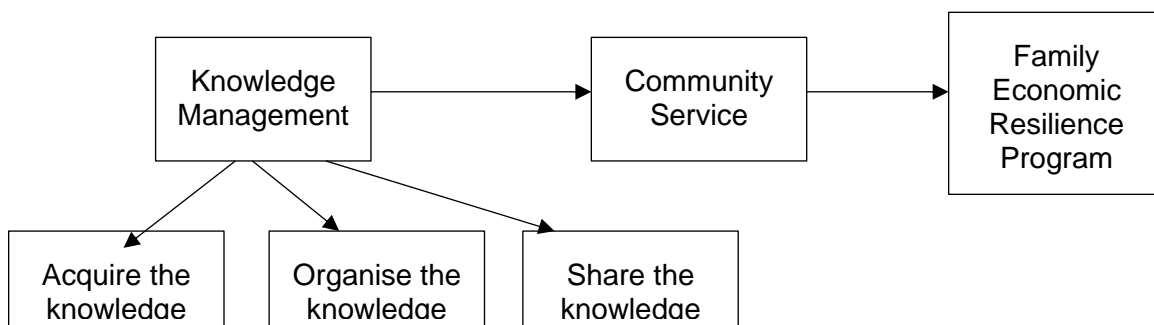


Figure 4.1 Implementation of Knowledge Management and Community Service Activity on Family Economic Resilience Program

CONCLUSION

Based on the research result, the present authors conclude the following matters: First, the correct knowledge management implementation is effective for the community service activities. Second, the good and feasible community service programs can enhance the family economic resilience program.

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Knowledge Management Implementation towards the Effectiveness of Community Service Programs Used as the Family Economic Program

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