MAPPING KNOWLEDGE MANAGEMENT IN DISSEMINATING INFORMATION TO STUDENTS IN THE MIDST OF THE COVID PANDEMIC (CASE STUDY AT VOCATIONAL UNIVERSITY BRAWIJAYA MALANG)

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ABSTRACT

Introduction. *This study aims to analyze the mapping of several supporting and inhibiting factors of the knowledge management process in disseminating information in universities, especially Universitas Brawijaya Vocational Schools in the midst of the covid-19 pandemic.*
Research Methods. *The research approach used is qualitative with the type of case study research. The data retrieval technique used was a telephone interview with student resource persons and parties from the Vocational School of Brawijaya University.*
Results and Discussion. *The results showed that; 1) Establishment of a knowledge sharing culture; 2) Facilities and infrastructure to support the knowledge management process; 3) Policy in using knowledge.*
Conclusion. *In the process of disseminating information based on the knowledge management process, Universitas Brawijaya Vocational School must fix some of the shortcomings that occur in the process, such as improving the process of disseminating information with one door and also adding Human Resources in the service sector that can be proactive.*

Keywords: Knowledge Management; Information Dissemination; COVID-19

1. INTRODUCTION

The Coronavirus Disease (Covid-19) pandemic which has spread throughout the world has suddenly shifted the paradigm in various aspects, one of which is in the education aspect. The new paradigm of education, especially in higher education, has changed significantly. The issuance of Circular Letter Number 4 of 2020 concerning the implementation of Education in the Covid-19 Emergency Period by the Ministry of Education and Culture requires all teaching-learning processes and academic activities to be carried out online (in a network) based on information technology and internet communication. Under these conditions, in managing its activities, higher education institutes need a management system that has good and effective governance so that they are able to carry out all academic activities properly even if they are carried out remotely.

Universitas Brawijaya Malang Vocational School is one of the higher education institutes that has also experienced the impact of the COVID-19 pandemic so that it carries out its educational activities online. As experienced by most universities in Indonesia, Universitas Brawijaya Vocational Schools are also required to be able to carry out academic activities well in the midst of current conditions, to be able to provide good service, several strategic steps must be taken by Universitas Brawijaya Vocational Schools. in dealing with the current pandemic situation and conditions.

One management tool that can support a college education so Vokasi the UB can run with good academic activity that is by the application of knowledge management has a crucial role in facilitating all academic operasional activities. With conditions like today, where all activities are carried out remotely and online to help break the chain of the spread of COVID-19, the information system at the Universitas Brawijaya Vocational School is an important component that is very much needed in carrying out the knowledge management process in a situation like today. With the condition of doing everything remotely, the accuracy, speed, and effectiveness of information are criteria that must exist in forming useful knowledge for all stakeholders of the Universitas Brawijaya Vocational academic community to provide good service.

As time goes by, the implementation of the knowledge management process at the Universitas Brawijaya Vocational School faces several obstacles, such as information that can be confusing and not one-way, the response from service contacts whose responses are not fast enough experienced by final semester students when they have to take care of their academic activities. Some of these problems will have an indirect impact on the low capability of the Vocational School of Brawijaya University in providing services to stakeholders of the academic community both internally and externally.

Knowledge management in higher education institutions has an existence as a necessity because it is a system of creating and distributing knowledge to support the achievement of the university's vision and mission as well as increasing its capacity to serve the community through education, public services, and research (Laal, 2011). For this reason, knowledge management at Universitas Brawijaya Vocational School can not only be used to help impart knowledge but also as a means of communication. This is supported by the statement that, "The main function of knowledge management is as a tool to support organizational activities in which the organization facilitates the process of creating, transferring and distributing knowledge that can shape communication and collaboration between sub-organizations" (Dukić & Jozinović, 2016).

Based on the type, knowledge is divided into two types, namely tacit knowledge, which is a type of knowledge that is difficult to articulate, and explicit knowledge, which is a type of knowledge that is in real form, such as words, audio recordings, or pictures. In this case, explicit knowledge is more inclined to knowledge that can be seen such as pictures, photos, videos, models, blueprints, or recordings (Koenig, 2011). The increasing for need information for students in the midst of the covid-19 pandemic who cannot access information directly poses a big enough challenge for higher education, especially the Vocational School of Brawijaya University to continue to improve organizational capabilities to continue to support performance in providing information services properly.

For this reason, based on the theory and problems above, it can be synthesized that the functions and roles of knowledge management in Vocational higher education institutions of Universitas Brawijaya can be used as tools to facilitate higher education institutions in improving their performance, as a medium of information to stakeholders and shareholders, forming organizational structures. learning in higher education institutions, forming innovations in higher education institutions, and as a medium of information that can be utilized by the academic community in situations in the midst of the covid-19 pandemic. Based on this, this research focuses on mapping or mapping knowledge management in increasing the capability of disseminating information in Universitas Brawijaya Vocational School.

2. RESEARCH METHOD

The approach used in this research is a qualitative approach with the type of case study. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects
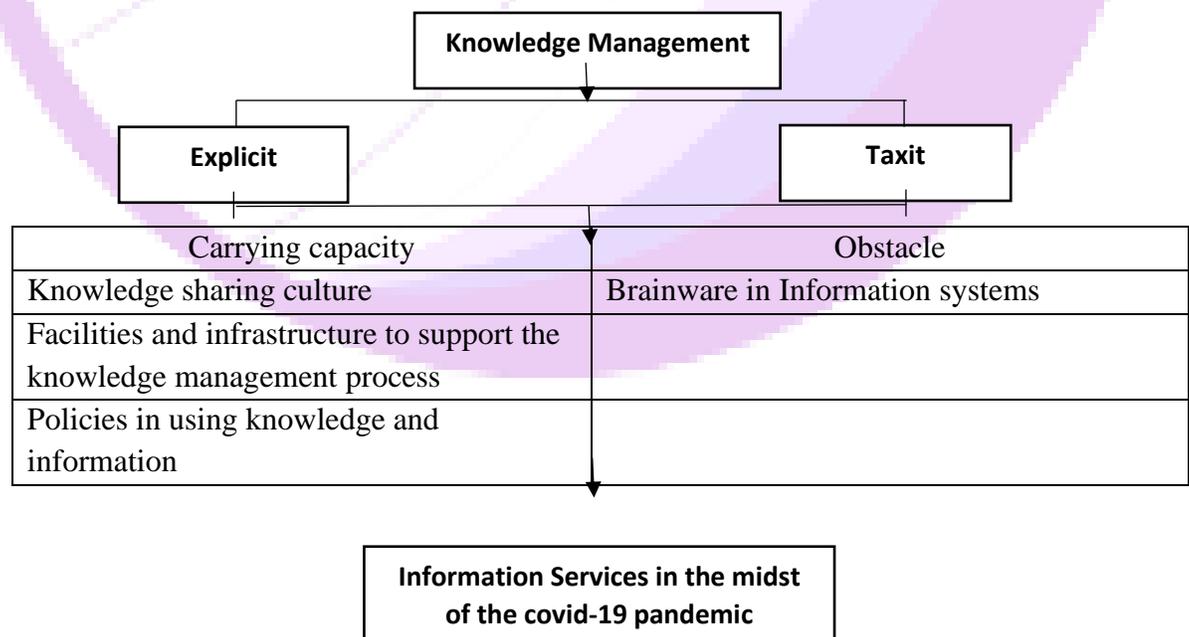
such as behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special context that is natural and natural. using various natural methods (Lexy J. Moleong, 2014). The use of a qualitative approach with the aim of describing the mapping of the carrying capacity and obstacles in the knowledge management process in the process of disseminating information in the midst of the covid-19 pandemic at the Vocational School of Brawijaya University. Data collection techniques used in This research is an interview using telephone via WhatsApp. The technique of collecting data through interviews in this study serves to find out more deeply about the experiences of the informants.

The unit of analysis in this research is the Vocational Student of Brawijaya University, along with the Head of the Study Program. The informant retrieval technique carried out by the researcher was using purposive sampling which was adjusted to predetermined criteria. The criteria here for students consist of 1) students who are active in student organizations; 2) students from the final semester; 3) students from the first semester. In this study, the number of informants was 4 people with 3 students as informants and 1 person from the Vocational School of Brawijaya University.

3. RESULTS AND DISCUSSION

The knowledge management process in disseminating information during the Covid-19 pandemic at the Vocational School of Brawijaya University, based on the results of interviews, it was found that from various aspects of the knowledge management process, both in the form of tacit and explicit, there are several factors that can be used as the carrying capacity and obstacles of the knowledge management process in the Vocational School. Universitas Brawijaya in disseminating information.

The carrying capacity of the knowledge management process at the Universitas Brawijaya Vocational School is a factor that supports and provides convenience in the knowledge management process in disseminating information. Meanwhile, the obstacles to the knowledge management process in disseminating information are the obstacles and complaints experienced by students as recipients of information. The following are the carrying capacity and obstacles in the knowledge management process in disseminating information in Universitas Brawijaya Vocational Schools:

Carrying capacity	Obstacle
Knowledge sharing culture	Brainware in Information systems
Facilities and infrastructure to support the knowledge management process	
Policies in using knowledge and information	

Source: the author's processed results from interviews, 2021

The picture above describes the mapping or mapping of the knowledge management process in disseminating information. In the picture above, it can be seen both tacit and explicit in the process of disseminating information in the Vocational School of Brawijaya University, explaining that it was found that the carrying capacity and obstacles that could be used as evaluations for the Vocational University of Brawijaya in providing information dissemination services amid a pandemic situation like now are carried out through distance. far. The carrying capacity and obstacles of the knowledge management process at the Universitas Brawijaya Vocational School can be explained further in the following discussion.

3.1. Knowledge Management Capability in Information Dissemination
A. Knowledge Sharing Culture

Knowledge sharing or what is commonly referred to as knowledge sharing is one part of the knowledge management process. Sharing knowledge and information has also been carried out by the Vocational School of Brawijaya University, especially in conditions in the midst of a pandemic that requires various activities to be carried out remotely. To maximize the process of disseminating information, the Vocational School of Brawijaya University utilizes various platforms that can support the process of disseminating information more easily and quickly. The use of platforms such as WhatsApp media by forming a WhatsApp group consisting of the head of the study program together with several chairmen of the association. WhatsApp groups were created to facilitate information dissemination activities where the head of the study program will share the latest information which will then be forwarded by the head of the association to each member of the group. This method is one way that has a high level of effectiveness, where information is conveyed to students more quickly.

Universitas Brawijaya Vocational Party also utilizes social media such as Instagram and twitter. The use of social media, especially Instagram in information dissemination activities, is one of the efforts made by the Vocational School of Brawijaya University to provide up-to-date, informative and communicative services to more students at large. The use of social media is also because today's students use Instagram more social media. Information shared through social media and Instagram is information in the form of formal and informal, such as information related to student affairs and academics, information about internships and job vacancies, as well as information on competitions and even information regarding outstanding students and lecturers. Information dissemination is also carried out through Twitter social media. The website is also used by the Vocational School of Brawijaya University to share information related to academic services and other information to students, but the use of the website by students is rarely accessed so the website only provides formal information.
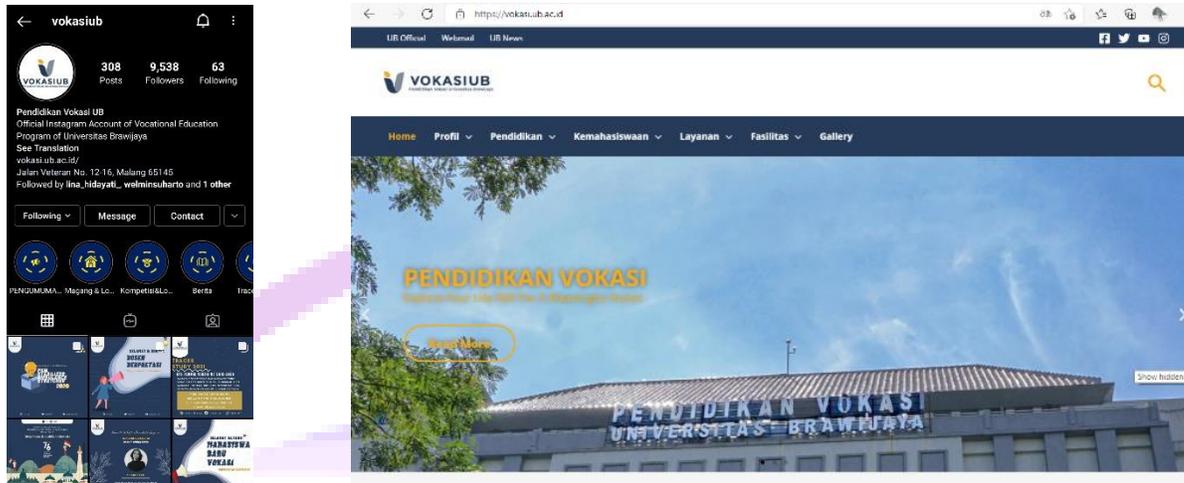
Figure 1. Display of Instagram and Universitas Brawijaya Vocational Website

B. *Facilities and Infrastructure to Support the Knowledge Management Process*

Facilities and infrastructure are one of the main factors that are needed in the knowledge management process in disseminating information, especially with the condition of carrying out all activities from home, for that facilities and infrastructure must be able to support the process of disseminating knowledge and information. As explained above, the dissemination of knowledge and information is carried out using media such as WhatsApp, website and social media which are information media for the Universitas Brawijaya Vocational academic community during the current pandemic.

The role of knowledge management for the academic community is one of the processes that can facilitate and assist the academic community in the lecture process, both the teaching process, academic and student services, and other activities that are required to be carried out from home. In supporting the knowledge management process at the Universitas Brawijaya Vocational School, the campus has provided a facility called SIVOKA which was just launched last year. SIVOKA is a platform that is shown for Vocational students of Universitas Brawijaya that can be used to facilitate the academic process so that all academic activities, both the need for internship registration, examinations, and also correspondence, can be done remotely and do not need to come to campus to take care of it. A platform like SIVOKA is a platform that is very much needed and useful in the current situation in the midst of the covid-19 pandemic, so that all student needs can be accessed and done online so that this can help break the chain of the spread of covid. As said by one of the students, "SIVOKA is very helpful for academic and lecture matters, when like me, who has to take care of the internship program at SIVOKA, there is a list of files that I have to upload as requirements, it's just that maybe there is a need for socialization for SIVOKA because It's still fairly new." (ANS, UB Vocational student, August 7, 2021).
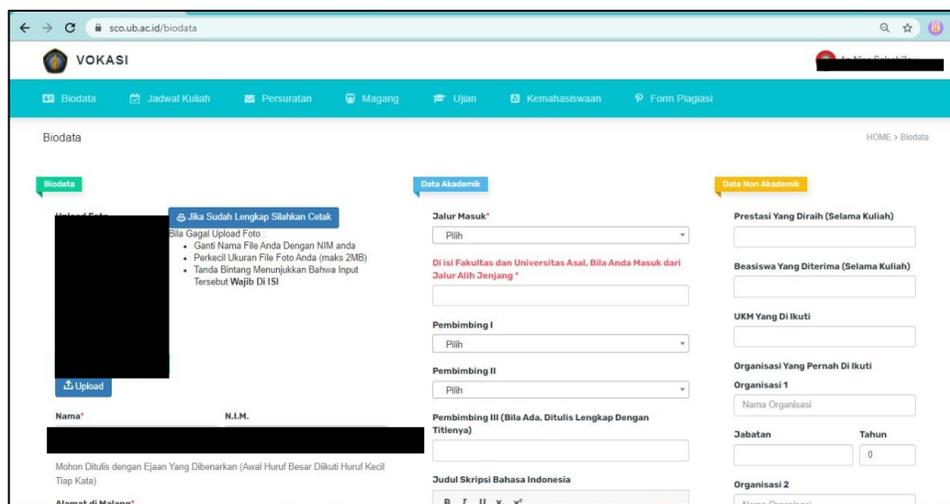
Figure 3. Display of the SIVOKA platform

C. Policy on Using Knowledge and Information

Knowledge management in disseminating information in Universitas Brawijaya Vocational School consists of several forms of knowledge and information, such as; information related to the teaching process between lecturers and students, knowledge and information between employees, knowledge and information related to academics and student activities, such as KRS and KHS as well as information on internships, exams, graduation, and job vacancy.

The use of knowledge in the Universitas Brawijaya Vocational School actually has limitations and also a series of processes before it is disseminated, but considering the situation in the midst of the covid-19 pandemic, as stated by the Head of the Study Program who said that "Usually, if there is information from academics, it's okay. I immediately took the initiative to share it with the group leaders' WhatsApp group, because if you wait for it to be shared via social media such as Instagram, you have to design it first like a poster before uploading it, it's going to be a bit time consuming, Ms. 2021). So that in conditions like today where all activities are carried out remotely so that information must be conveyed quickly to students.

3.2. Knowledge Management Barriers to Information Dissemination

Brainware in Information Systems

One part of the management information system related to human devices is called brainware. According to the head of the study program for brainware devices at the Vocational School of Brawijaya University, especially those who take care of the student and academic services department, they have insufficient human resources (Human Resources) so that sometimes they are constrained in providing services and responding to students who are asking questions. Another obstacle faced by students as conveyed by final semester students "The information conveyed is confusing and not one door, and sometimes the information conveyed is too sudden, so this is a bit difficult for us especially if the position

is out of town and is in need. Confirmation of valid information, if the response takes too long, it will make you confused, Ms. (EBP, final year student, August 8, 2021).

However, the obstacles mentioned occurred to students who were already in the final semester, where the informant stated that it was a little difficult to get information and get a response from the service. The informant said that when contacting the contact person there was less response, and it was faster to get a response if you contacted the head of the study program, such as information related to the trial exam schedule. Meanwhile, for students who are in the early semester, the information can be updated, informative and communicative, informants who are running lectures get information and respond quickly when contacting the contact person in the service sector. In this case, to support the creation of good service and a fast response, additional human resources are needed so that students who need services can be handled quickly.

4. CONCLUSION

The situation in the midst of the COVID-19 pandemic which requires all activities to be carried out from home and maintaining a distance is a challenge that must be faced by universities, especially Vocational University Brawijaya. In providing good services and disseminating information in the midst of the covid-19 pandemic, the urgency of knowledge management is an important part that needs to be implemented to be a solution in carrying out activities remotely so as to continue to provide the best by utilizing existing resources. In the process, knowledge management has supporting and inhibiting factors in shaping the Vocational capability of Universitas Brawijaya in the process of disseminating information in the midst of a covid-19 pandemic like this. Mapping of knowledge management is an evaluation tool for Universitas Brawijaya Vocational Schools in determining which aspects must be improved from the knowledge management process to increase the capability in disseminating information in Universitas Brawijaya Vocational Schools, so that the results of this research will be the basis for continuous improvement. by Vocational School of Universitas Brawijaya in providing services to the academic community.

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