

Utilization of Social Network Analysis (SNA) in Knowledge Sharing in College

*Pemanfaatan Social Network Analysis (SNA)
dalam Knowledge Sharing di Perguruan Tinggi*

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Abstract—Campus competition in Central Java creates superior and empowered human resources to make XYZ campus optimize the Knowledge Sharing process. In optimizing the Knowledge Sharing process on the XYZ campus through interaction and communication between students in the study program. This study aims to identify the Knowledge Sharing collaboration of students on the XYZ campus in three study programs with 100 respondents using the Social Network Analysis (SNA) method. The parameters used in this study include density, degree centrality, closeness centrality, betweenness centrality, and clicks (subgroups). Based on the analysis of the results obtained by the level of density level of 4.7% or weak ties because under 50%. Actor 98 has the highest degree of centrality with outdegree value 32 and indegree 7, while actor 65, which has the highest closeness centrality with inCloseness value 16,952 and outCloseness value 1,020. Actor 15 also has the highest centrality betweenness with an amount of Betweenness 2750,148 and nBetweenness 28,346. In this study, it can be concluded that there is collaboration in the Knowledge Sharing of students on the XYZ campus from each divided into three study programs, namely, informatics engineering, accounting computerization, and graphic design.

Keyword—Knowledge Sharing, College, Social Network Analysis

Abstrak—Persaingan kampus di Jawa Tengah dalam menciptakan SDM unggul dan berdaya guna membuat kampus XYZ mengoptimalkan proses Knowledge Sharing. Dalam melakukan optimalisasi proses Knowledge Sharing di kampus XYZ melalui interaksi dan komunikasi antara mahasiswa intra program studi. Penelitian ini bertujuan untuk mengidentifikasi kolaborasi Knowledge Sharing mahasiswa di kampus XYZ pada tiga program studi dengan jumlah responden 100 orang dengan menggunakan metode Social Network Analysis (SNA). Parameter yang digunakan dalam penelitian ini termasuk density, degree centrality, closeness centrality, betweenness centrality, dan klik (subgroup). Berdasarkan analisa diperoleh hasil tingkat hasil tingkat density sebesar 4,7% atau ikatan lemah karena dibawah 50%. Aktor 98 memiliki degree centrality tertinggi dengan nilai outdegree 32 dan indegree 7, sedangkan aktor 65 yang memiliki closeness centrality tertinggi dengan nilai inCloseness 16.952 dan nilai outCloseness 1.020. Aktor 15 juga memiliki betweenness centrality tertinggi dengan nilai Betweenness 2750.148 dan nBetweenness 28.346. Dapat disimpulkan dalam penelitian ini terdapat kolaborasi dalam Knowledge Sharing mahasiswa di kampus XYZ dari masing-masing individu yang dibagi menjadi tiga program studi, yaitu teknik informatika, komputerisasi akuntansi, dan desain grafis.

KataKunci—Knowledge Sharing, Perguruan Tinggi, Social Network Analysis