

Seci Implementation Model: Supporting Efforts to Preserve Sundanese Concept Culture

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Abstract. The purpose of this research is to maintain the Sundanese culture concept using knowledge management. This research is one of the way of the preservation of Sundanese culture with a qualitative descriptive method. Where applied using the concept of knowledge management by applying SECI model. Creating a knowledge management model that is able to preserve Sundanese culture, especially Sundanese concept culture, is done through data modeling, architecture, and application model that can be used by the community. The results of the research conducted is a model of application of knowledge management for the concept of Sunda culture that can provide efforts to preserve Sundanese culture especially Sundanese concept culture. Sundanese concept culture slowly can be eroded by western culture even the government effort in preserving Sundanese culture has done very well but ineffective to filter culture from outside. Using IT and Knowledge Management, this research can bring a new approach to preserving Sundanese concept culture.

1. Introduction

Cultural preservation for Sundanese concept culture is an important task for government and society today. Culture and local wisdom have begun to erode by the outside culture that enters and absorbed by society. Knowledge management can be implemented to collect information about Sundanese concept culture using SECI model. The research in the context of knowledge management in national culture has been done and related to the global learning organization[1]. That's mean knowledge management can be one important solution to preserve Sundanese concept culture. The knowledge that has been created in society related to Sundanese concept culture can be preserved by the efforts of a local government or society itself using knowledge management.

There are many researchers who involved in research on national culture digitalization topic. In China to preserve national archive resource, a knowledge management framework used for effective integration[2]. To preserve national culture of Indonesia, e-Cultural heritage and natural history system has been created to make national history keeps alive[3]. Digitalization is one of the way to preserve national culture. In Melkior research, culture digitalization in Indonesia has been done by many other researchers, which is the result of his research is collection of technology information implementation research in the effort of preserving, maintaining, and developing culture as self-identity of Indonesia[4]. Game based learning



implementation using cultural heritage and natural history can be another way to make culture of Indonesia preserve[5]. In the context of knowledge management implementation, KM has been used to preserve Javanese culture at Kasunanan Surakarta[6]. About Sundanese culture research, actually there are a lot of study to preserve Sundanese culture. One of the research is about preserving cultural heritage using the harmony between art, commercialization, and triple-helix collaboration[7]. The problem is there is no research concern to a cultural concept like Sundanese concept culture. In fact, now Sundanese concept culture starts to erode by outside culture especially from western culture. Even the efforts of the local government to minimize erosion of Sundanese concept culture has been maximum. However Sundanese concept culture can be preserved using knowledge management that has to be implemented at government and society of Sunda.

Sundanese concept culture is untouchable by an IT implementation topic researches, and the condition of government effort to preserve Sundanese culture has been maximized. Because of that, the purpose of this study is to create one of the ways to solve the problem to preserve Sundanese concept culture using knowledge management that implements SECI model. Descriptive is a method for this study. Using SECI model to create knowledge conversion and integrated knowledge management cycle. And the result is to create a model that can be used for government or Sunda society to preserve Sundanese concept culture. At least save the content of Sundanese concept culture that started to vanish.

The purpose of this research is to maintain the Sundanese culture concept using knowledge management.

2. Methods

The research method used was the qualitative descriptive method. Obtaining information about the actual situation is the objective of this qualitative descriptive. That method aims to describe matters relating to research by recording, analysis, and interpretation of conditions in accordance with current research conditions exist especially related to Sundanese concept culture. Secondary data sources are taken from literature in a variety of sources, both journals, scientific journals, proceedings, books, and the mass media (newspapers, magazines, news portal). Using the SECI model, as the stage of composing knowledge conversion steps for the concept of Sundanese culture can be used as the basis for the application of knowledge management that implements the integrated knowledge management cycle.

The first step is analyzing environment both external and internal using SWOT. After we find the need and a strategy to achieve, have to create model SECI Model and supported by IT and non IT KM Tools. And then we can create IT Implementation model to preserve Sundanese concept culture. The method of this research can be seen in (Figure 1).

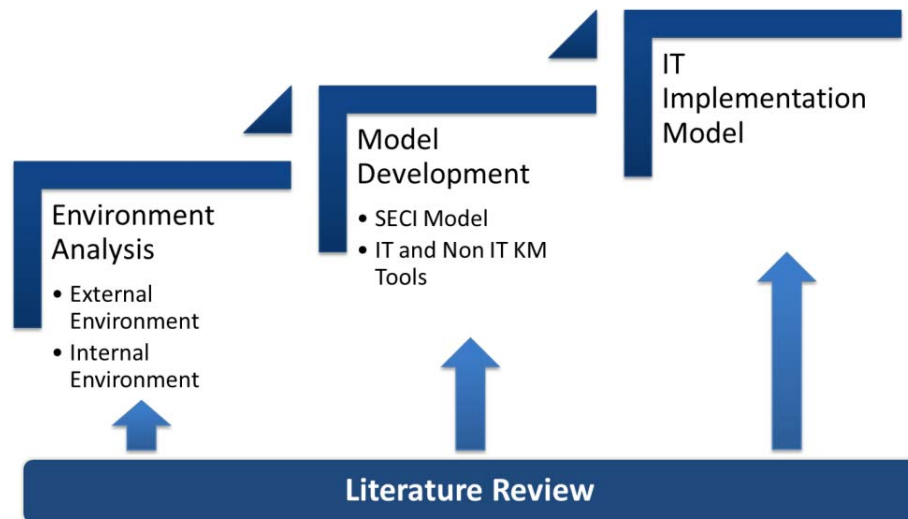


Figure 1. Research method.

3. Results and discussion

The SECI model of Nonaka and Takeuchi is one theoretical model of how tacit and explicit knowledge is processed within organisations [8]. There are many study focusing on SECI model. A lot of result study about SECI model and knowledge management taken from processed inside of organization. Even the basic concept for SECI model was made to make organization can be sustain in competitive industry by knowledge management. The challenge is how to implement SECI model outside the process of organization, and capture a knowledge from sunda culture. Sunda culture have not organization learning system. By the time, sunda tribe have to learn their culture that inherits to them not in the explicit form. So it is the challenge, the most important knowledge is in tacit form. In Sundanese culture, a lot of aspect influence their existence. Because of the complexity of sunda culture form, this study makes a limit. The coverage area it is only for Sundanese concept culture. In Sundanese concept culture, there are three kind of knowledge (indigenous teaching, prohibitions, and *indung beurang*)[9]. And it should be a way to capture their knowledge, even as long as we find a knowledge content we cannot find in photos or videos form.

The use of SECI model is intended to capture knowledge about Sundanese concept culture. Capturing knowledge about Sundanese concept culture starts from the process of converting individual knowledge which then continues into the social sphere and culminates in the larger realm of organization. The organization in question is the stakeholders of Sundanese culture related to relating to government, or self-help organizations. (Table 1) illustrates the focus of efforts to preserve the concept of Sunda through the use of the SECI model in an attempt to capture knowledge.

Table 1. SECI focus for sundanese concept.

| Culture Concept | Knowledge Context | Area Coverage | SECI Focus |
|---|--|--|-------------------|
| Indigenous Teaching (<i>adat Pengajaran</i>) | Knowledge Sharing- <i>stakeholders</i> (Sundanese Society, Sundanese Cultural Society, Community, Government) | Individual, Organisation, Groups | S, E, C, I |
| Prohibitions (<i>larangan</i>) | Sharing knowledge and knowledge transfer to the Sundanese community on society life. | Individual, Organisation, Groups | S, E, I |
| <i>Indung Beurang</i> | Introduces the concept of the <i>Indung Beurang</i> as a reference life in social (higher respect fo women) | Individual, Groups | S, I |

Conversion of knowledge from the Sundanese cultural concept must first be able to assess the context of related knowledge and then move to the scope of the area from the source of knowledge. From the context and scope of the area then determine the focus of the needs of the SECI model itself..

3.1. Indigenous teaching (*adat pengajaran*)

The indigenous teaching has relevance to the behavior that every human being has, which is essentially irreversible. But the bad behavior needs to be changed and how to change it is by learning. The indigenous teaching, especially in Sundanese culture, comes from a collection of Sundanese tribal behavior from generation to next generation. The concept to inheriting the indigenous of Sundanese culture, one of them is learning through advice or words about teaching social life in a social community given by an older person than the taught, experienced, have a relationship of relatives or family that is still close. One example of indigenous teaching is cultivation, such as how to farm properly and how to clear of forest areas for a farm, cutting large trees, planting seeds, weeding the land from disturbing weeds, and harvesting periods.

3.2. Prohibitions (*larangan-larangan*)

The concept of prohibitions that circulate in the tribal society of Sunda, which comes from the parents who give advice (prohibitions) to their children with the aim of the children not to make mistakes or violate a thing that is prohibited in the community, especially within the community of the tribe of Sunda. The way of delivering it is by recounting the experiences of previous ancestors as well as by frightening them with something to be more attached so as to always remember the prohibitions. The prohibitions given by parents to their children are nothing more than to advise their children to pay attention and respect for the words of their parents, and to realize that if they make a mistake in violating the prohibition they should be held accountable by themselves. One example of the prohibitions is "Not to be playing at sunset time, in case the demon will catch you"; "Do not eat sour food by the time the sun sets, cause-effect her mother dead"; "Can not step over paddy, consequently get sickness caused by demons"[9].

3.3. *Indung beurang*

The concept of "*indung beurang*" culture is intended to honor and promote the tribal women of Sunda. Sundanese culture makes a mother as a role model who has a higher degree of title by calling the mother as "*indung*", while the father does not have a higher name. This has led to the mention of the parents in any conversation that takes precedence is the mention of the mother and then father. The mention shows that in the Sundanese culture is very regulate the manners, even in the association between women and men. In a conversation, the mention of women is what comes first, after the mention of the words of men. Also apply when talking about something that is impossible or impossible, which is mentioned is women[10].

The context of the knowledge gained in the concept of Sundanese culture is to introduce the concept of three kind culture as the reference to life in socializing. by Using SECI model is possible to convert the knowledge that has been verified by its source, and knowledge management will handle its process until the knowledge firmly accepted by users (*urang Sunda*, Sunda Communities, Sunda Society).

In the (Figure 2), shown a knowledge management model that is simplified appropriate Sundanese concept culture needed. in order to provide the function of the knowledge creation and sharing knowledge and also transfer of knowledge. The knowledge source for Sundanese concept culture is from individual knowledge (*urang Sunda*), Organization, or Group based on Sunda culture. From the individual knowledge usually inherited from their family. The next step is knowledge creation, this step implement model of the Nonaka and Takeuchi (SECI Model). The way of work of this SECI model is to change the knowledge that has been created (tacit/explicit).

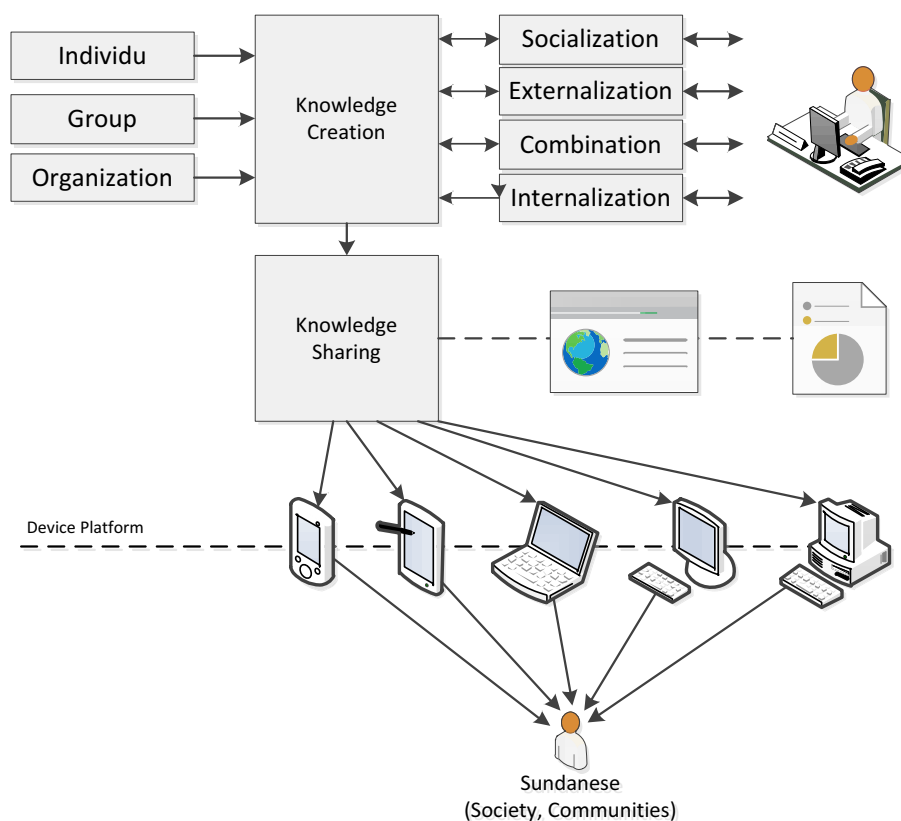


Figure 2. Knowledge management model of sundanese concept culture.

Knowledge management model for Sundanese concept culture as seen in figure 1 is generally a model that describes the conversion of knowledge for knowledge creation. And then, the knowledge that has been created has to share with Sundanese society/communities through media platform. An integrated KM cycle adopt 3 step, 1) knowledge capture/creation 2) knowledge sharing 3) knowledge acquisition[11]. In Sundanese concept culture, it was hard to find the latest knowledge version of a tacit or explicit form. same problem with the research from Yoo Young Jin[1]. In addition, the application of knowledge management to Javanese culture in the court of Surakarta could be a comparison that aligns with Sundanese concept culture[6]. However, the nonexistence of explicit form in Sundanese concept culture should be solved in the

next research. Discover all the existing possibility of documents related to Sundanese concept culture. And then develop the last stage of integrated KM cycle to achieve knowledge acquisition using application.

4. Conclusion

We assume, the SECI model is the proper model to collect sundanese concept knowledge. Even we know that to preserve sundanese culture it can not be easy to realize without government involves. In this study we conclude that knowledge management using SECI model can be use for saving sundanese culture specially for sundanese concept culture. The way SECI model represent a knowledge from tacit, explicit and its conversion, it is make a clear definition about sunda concept it self. Evenmore, the model have to represent a knowledge tools that can be use to spread the knowledge to communities. Using social media perhaps can be an effective way to share Sundanese culture among citizen especially for urang Sunda to re-remember and re-act as a Sundanese people.

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