ABSTRACT

Surabaya Zoo is one of the must-visit tourist places in Surabaya, a few years ago Surabaya Zoo is a zoo that is the title of the most comprehensive in Southeast Asia, but it has lost the reputation which can be seen from the number of visitors who come, one of the causes that led to the decline reputation of Surabaya Zoo itself is the number of animals that die. This research analyzed factors that a reference in its management so that it can be seen that it causes a decrease in the reputation of Surabaya Zoo. Knowledge Management is one of the tools that can manage the assets in the form of Knowledge so as to support the achievement of the strategic objectives of the company. In this study the existing criteria will be identified on the critical work that is key to achieving the goal of Surabaya Zoo. The method used in this study include the Analytical Network Process (ANP), Decision Making Trial and Evaluation Laboratory (DEMATEL) and Knowledge Audit. Given this research are expected to the Surabaya Zoo Management can determine the critical factors that can support quality improvement and is able to evaluate performance in the management of Surabaya Zoo.

Keywords: Knowledge Management, Analytical Network Process (ANP), Process Business, Decision Making Trial and Evaluation Laboratory (DEMATEL), Knowledge Audit