

## **ABSTRACT**

*There is a decline in tobacco production in Indonesia, both exports and imports, in 2023. This is a problem that must be resolved as to the cause of the decline in 2023. The aim to be achieved from carrying out this research is to find out and analyze 1) Knowledge sharing and Motivation in Product Industry Businesses Tobacco in Garut Regency, 2) Knowledge sharing and Motivation in Tobacco Products Industrial Businesses in Garut Regency, 3) Environmental Adaptation in Tobacco Products Industrial Businesses in Garut Regency, 4) Work Innovation in the Tobacco Products Industry in Garut Regency, 5) Influence of Knowledge sharing and Motivation for Environmental Adaptation of the Tobacco Products Industry in Garut Regency Partially and Simultaneously. 6) The Great Influence of Environmental Adaptation on Work Innovation in the Tobacco Products Industry in Garut Regency. The research method used was a descriptive and verification method with a sample size of 100 Tobacco Products Industry Businesses in Garut Regency. The data analysis method used is path analysis. The research results show that Knowledge sharing, Motivation, Environmental Adaptation, Work Innovation have a very good classification. Knowledge sharing and motivation influence environmental adaptation of the tobacco products industry in Garut Regency partially and simultaneously. Environmental Adaptation Influences Work Innovation in the Tobacco Products Industry in Garut Regency. Through sharing knowledge and good motivation, employees in the tobacco industry can be more motivated, able to adapt to environmental changes, and be more innovative in their work, which ultimately can improve overall company performance.*

**Keywords:** *Knowledge sharing, Motivation, Environmental Adaptation, Work Innovation*