ABSTRACT

ANGGA PRABOWO. Design Method of The Balanced Scorecard to Measure The Performance of The Company PT. Mitra International Resources Tbk Branch Gunung Putri, Bogor. Under direction of RIZAL SYARIF and RITA NURMALINA.

Competitive business environment requires PT. Mitra International Resources Tbk branch Gunung Putri, Bogor to create competitive advantage and generate a strategic planning that fully integrated and not separated from each other. One technique to create a coherent, comprehensive, scalable, and balanced strategic plan is using the Balanced Scorecard as a strategic management system. The purpose of this study were (1) Understandings internal situation and the environment of PT. mitra international resources Tbk. branch gunung putri bogor, (2) Formulating strategic objectives and indicators used by PT. Mitra International Resources Tbk branch Gunung Putri, Bogor based approach to BSC, (3) Designing a performance measurement method PT. Mitra International Resources Tbk. Branch Gunung Putri, Bogor, based approach to BSC. The company’s main strategy was specified through a SWOT analysis, which deliberates on company’s internal and external conditions. Furthermore, the main strategy was translated into strategic objectives. The casual relationship between each objective could be seen in company’s strategy map. Moreover, the key performance indicators and strategic initiatives were generated from each strategic objective. Lastly, this research was concluded by calculating the weight of all perspectives and each lag indicators using Paired Comparison. PT. Mitra International Resources Tbk Branch Gunung Putri, Bogor lag indicators are The results of the company’s net income, budget vs realisasi, Improve On-time delivery, spend the orders received, safety in bring the customers good, Increasing the number of customers, The decline in the number of customers complaint, Achievement, Total fleet in the workshop, The accident rate and the productivity of the fleet outside base, Index of educational backgrounds, Accident Rate. The study shows that internal business perspective has the highest weight (38%), followed by growth and learning perspective (28%), customer perspective (20%), and financial perspective (14%).

Keywords: SWOT, Balanced Scorecard