



## Abstract

### **Strategic Map and Performance Analysis Ranch Sub-Sector On Duty Agriculture of MataramCity using Balanced Scorecard Framework** Lalu Muhamad Iqbal

*The aim of this research are (1) to analyse the performance of ranch sub-sector (2) analyse form of strategic map on duty agriculture of mataram city (3) studying internal factor and eksternal linkage with BSC . Methodologies used at this research is the descriptive method with the data analysis use the method of paired comparison, span the criterion and index to the officer rotation. Primary data obtained from management and officer on duty and also customer using and getting service of animal market, slaughtering house of animal and post of animal health.*

*Performance ranch sub-sector On duty agriculture of Mataram City by balaced scorecard be at good score with spesification perpective finance at good score, perpective customer at good score, perpective process the internal business at not good score and also study and growth at good score. From research result obtained to be got strategic map on duty agriculture starting by building in perpective study and growth to support in perpective customer to be allied in perpective process the internal business and altogether to support in perpective finance. From result of Matrik EFE yield the value that on duty have been able to exploit the opportunity and threat minimization and also matrik IFE yield of value that on duty have strong internally.*

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