ABSTRACT

Developing Measurement of Performance System of Bangka Regency’s Marine and Fisheries Official with A Balanced Scorecard Approach

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The purpose of this study were: 1) to analyze the recent performance measurement method of Bangka regency’s Marine and Fisheries Official, 2) to develop a Balanced Scorecard design for measuring performance of Bangka regency’s Marine and Fisheries Official and 3) to compare between the recent measurement method and the BSC method. The data were collected from 94 fisheries household living in Bangka Regency. The method of performance measurement used are comparison of goal performance achievement method. This method compare the performance plan and performance result which is performance gap. This method only measure customer perspective and internal business process perspectives. This result from this measurement cannot show the measurement of the whole aspects and cannot show the cause and effect relationship between each aspect. The balanced scorecard design for Bangka Regency’s Marine and Fisheries Official divided into 3 focus areas which were the environmental save and sustainable, the economic and real domestic revenue, and Bangkanese’s welfare. The main perspective was customer or society, and then followed by financial, internal business process, and learning and growing perspectives. Each perspectives in the balanced scorecard contained strategic goals describing the result that the official wanted to achieve. There were 34 Key Performance Indicators (KPI) used to measure the official’s performance achievement. The Strategy Map designed to show cause and effect relationship between the strategic goals of Marine and Fisheries Official. The Balanced Scorecard designed to measure the 5 years official’s performance achievement, but to measure annual performance the balanced scorecard were splitted into some programs. Comparing to the comparison of goal performance achievement method, BSC method are better to measure organization performance. The result suggested that Bangka Regency’s Marine and Fisheries Official use the BSC method in the measurement system. For the best result, before implementing the BSC method, the official should make a survey for public opinion about official’s image and their expectation to official performance, and socialize the usage of the method to the employee.