

## Evaluasi penerapan balanced scorecard sebagai alat implementasi strategi pada PT.X. = Evaluation of implementation of the balanced scorecard as a tool of strategy implementation in PT.X.

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### Abstrak

Pada era globalisasi seperti saat ini, persaingan antar perusahaan di dunia bisnis semakin ketat. Oleh karena itu strategi memainkan peranan dalam memenangkan persaingan itu. Kondisi ini mendorong banyak perusahaan mulai menerapkan Balanced Scorecard sebagai strategic management system.

PT.X sebagai objek penelitian dalam karya akhir ini merupakan salah satu bank terbesar di Indonesia. Proses evaluasi dilakukan dengan mengumpulkan data melalui proses observasi dan wawancara langsung ke PT.X. Tinjauan langsung ke perusahaan ini bertujuan untuk memperoleh gambaran langsung mengenai penerapan Balanced Scorecard nya.

Hasil analisis menunjukkan bahwa secara keseluruhan penerapan BSC di PT.X sudah baik karena memenuhi kriteria dalam Strategy Focused Organization meskipun masih terdapat kekurangan dalam rancangan BSC nya.

.....In the globalization era, business competition among company becomes tighter. So that, strategy is play important roles to winning the competition. This condition force many company to start the implementation of Balanced Scorecard as a strategic management system.

PT.X as an object of this research is one of the largest bank in Indonesia. Evaluation process executed by collecting data through direct observation and interview in PT.X. Direct observation is proposed to get an image about the implementation of Balanced Scorecard in PT.X.

The result of this analysis indicate that implementation Balanced Scorecard in PT.X can be categorized as a successful implementation of Balanced Scorecard because it can fulfill the criteria of Strategy Focused Organization. Even though there is a lack of design in its Balanced Scorecard