

Strategi peningkatan kinerja melalui perancangan balanced scorecard: studi kasus pada deputy bidang pelayanan penanaman modal = Performance improvement strategy using balanced scorecard design: case study at deputy head of investment services

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Abstrak

**ABSTRAK**

Penelitian ini bertujuan untuk melakukan analisis terhadap visi, misi, dan sasaran strategis organisasi dengan melakukan perancangan peta strategi melalui pendekatan balanced scorecard dan penentuan Key Performance Indicator (KPI) yang sesuai bagi organisasi untuk dapat meningkatkan kinerja. Penelitian ini merupakan penelitian kualitatif deskriptif. Hasil penelitian menunjukkan bahwa organisasi perlu melakukan penyesuaian terhadap sasaran strategis yang difokuskan pada percepatan pelayanan penerbitan perizinan dan non perizinan, peningkatan integrasi pelayanan perizinan, pengembangan kualitas Standar Operasional Prosedur (SOP) dan Standar Pelayanan Minimal (SPM) serta penguatan dan pengembangan kelembagaan Pelayanan Terpadu Satu Pintu (PTSP) di daerah dengan tetap mempertimbangkan pencapaian kualitas pelayanan penanaman modal

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**ABSTRACT**

The research aims to analyze vision, mission, and strategic objectives the organization by design a map strategy with balance scorecard approach and determination of Key Performance Indicator (KPI) which is appropriate for the organization to be able to improve performance. The research is descriptive qualitative research. The results showed that organizations need to make adjustments against strategic objectives run, focused on accelerating the issuance of licensing and non-licensing service, increasing integration of licensing services, development of the quality of Standard Operating Procedures (SOP) and the Minimum Service Standards (SPM) as well as institutional strengthening and development of One Stop Service (OSP) in the area by considering achievement of quality investment services