

Penerapan pengukuran kinerja dengan pendekatan performance prism pada industri batik = Application of performance measurement with performance prism approach in batik industry

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Abstrak

Usaha Mikro Kecil dan Menengah (UMKM) di Indonesia mengalami perkembangan yang sangat pesat, diiringi dengan berkembangnya teknologi, tantangan yang dihadapi oleh masyarakat juga kian meningkat. UMKM adalah suatu usaha yang dilakukan oleh individu, kelompok, badan usaha kecil, maupun rumah tangga. Di Indonesia usaha ini memiliki banyak bidang dan memiliki ciri khasnya masing-masing, salah satunya yaitu UMKM bidang fashion, batik Solo. Meningkatnya jumlah UMKM menyebabkan persaingan yang ketat dalam industri tersebut. Oleh karena itu, perlunya suatu pengukuran kinerja sebagai alat ukur perusahaan dalam mengevaluasi dan menyusun strategi yang tepat dalam rangka meningkatkan kinerja perusahaan. Dari ketiga model yang paling sering digunakan perusahaan besar, performance prism merupakan sebuah pendekatan yang tepat untuk mengukur kinerja perusahaan ini karena tujuan utama UMKM tersebut berorientasi pada aspek eksternal. Metode yang digunakan dalam performance prism terdiri dari Analytical Hierarchy Process (AHP), dan Objective Matrix (OMAX), dimana dalam prosesnya perlu diidentifikasi KPI perusahaan yang nantinya akan di hitung bobot dan diukur nilai indeks perusahaannya. Hasil penelitian ini menunjukkan bahwa dari total 48 KPI sebagai indikator kinerja UMKM batik Solo, sebanyak 22 KPI masuk dalam kategori hijau, 18 KPI masuk dalam kategori kuning, dan 8 KPI masuk dalam kategori merah. Setelah dilakukan pengukuran dengan scoring system OMAX, perusahaan ini memiliki nilai total indeks sebesar 6,509 yang artinya telah mencapai performa yang diharapkan.

.....Micro, Small and Medium Enterprises (MSMEs) in Indonesia are experiencing very rapid development, accompanied by the development of technology, the challenges faced by the community are also increasing. MSMEs is a business carried out by individuals, groups, small business entities, and households. In Indonesia, this business has many fields and each has its own characteristics, one of them is Solo batik MSMEs. The increasing number of MSMEs causes intense competition in the industry. Therefore, performance measurement is needed as a company measuring tool in evaluating and developing the right strategy in order to improve company performance. Of the three models that are most often used by large companies, performance prism is the right approach to measure the performance of this company because the main goal of MSMEs is externally oriented. The method used in the performance prism consists of the Analytical Hierarchy Process (AHP), and the Objective Matrix (OMAX), where in the process it is necessary to identify the company's KPIs which will later be weighted and measured. The results of this study indicate that from a total of 48 KPIs as performance indicators for Solo batik SMEs, 22 KPIs are in the green category, 18 KPIs are in the yellow category, and 8 KPIs are in the red category. After measuring with the OMAX scoring system, this company has a total index value of 6,509, which means that it has achieved the expected performance. The results of this study indicate that from a total of 48 KPIs as performance indicators for Solo batik SMEs, 22 KPIs are in the green category, 18 KPIs are in the yellow category, and 8 KPIs are in the red category. After measuring with the OMAX scoring system, this company has a total index value of 6,509, which means that it has achieved the expected performance. The results of this study

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