

# Evaluasi Proses Implementasi Tinjauan Kinerja Mingguan Lini Bisnis Digital Goods pada PT XYZ = Evaluation of the Implementation Process of Weekly Performance Review of the Digital Goods Business Line at PT XYZ

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## Abstrak

Laporan magang ini mengevaluasi kesesuaian implementasi tinjauan kinerja mingguan yang dilakukan pada divisi digital goods PT XYZ dengan teori serta menganalisa refleksi diri penulis dari pengalaman magang di PT XYZ. Evaluasi dilakukan dengan melihat kesesuaian dokumen tinjauan kinerja mingguan, metrik yang dianalisis, dan implementasi action items & weekly playbook dengan teori diagnostic control system dan The 4Ps of Strategy oleh Simons (2014). Berdasarkan hasil evaluasi, disimpulkan bahwa PT XYZ telah melaksanakan implementasi tinjauan kinerja mingguan yang telah sesuai dengan kriteria diagnostic control system dan alur dari hirarki strategi. Selanjutnya, pengalaman magang penulis dianalisa melalui evaluasi pada hal yang telah berjalan dengan baik dan belum dari pilihan pengalaman penulis selama menjalani kegiatan magang, dilakukan dengan mengaitkan teori dan hasil observasi yang sejalan dengan pengalaman tersebut, serta menentukan beberapa tindak lanjut yang sedang dilakukan oleh penulis kedepannya sebagai hasil dari refleksi diri.

.....This internship report evaluates the suitability of the implementation of weekly performance reviews at the Digital Goods division at PT XYZ with theories. In addition, the report also analyzes the author's self-reflection from the internship experience. The evaluation was conducted by comparing the suitability of weekly performance review documents, selected performance metrics, and implementation of action items & weekly playbooks with diagnostic control systems and The 4Ps of Strategy Theory by Simons (2014). Based on the evaluation results, it is concluded that PT XYZ had carried out the implementation of weekly performance reviews that are in accordance with the criteria for diagnostic control systems and flow of the strategy hierarchy based on The 4Ps of Strategy. Furthermore, the author's internship experience was analyzed through an evaluation of experiences that had and had not been going well from the chosen experience during the internship, carried out by linking the theory and the results of observations that were in line with the experience, as well as determining some of the follow-up that was being carried out by the author going forward as a result of the self-reflection.