

# Usulan Balanced Scorecard sebagai Alat Ukur Kinerja Perguruan Tinggi Negeri Badan Hukum (Studi Kasus Universitas Indonesia) = Proposed Balanced Scorecard as a Measuring Tool for University Performance Public Higher Legal Entity (Case Study: University of Indonesia)

Thedy Thyo Nugroho, author

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## Abstrak

Penelitian ini bertujuan untuk memberikan pengukuran kinerja yang lebih komprehensif pada Perguruan Tinggi Negeri Badan Hukum. Universitas Indonesia sebagai salah satu Perguruan Tinggi Negeri Badan Hukum. Penelitian ini dilakukan dengan menggunakan analisis 5 kekuatan <em>(</em>five forces Porter's<em>) </em>dan analisis SWOT <em>(strengths, weaknesses, opportunity, threats) </em>untuk selanjutnya dilakukan pemetaan strategi <em>(strategy map)</em> dan pengukuran <em>balanced scorecard</em>. Hasil penelitian ini memberikan rancangan pengukuran kinerja berbasis <em>balanced scorecard</em> pada Universitas Indonesia yang telah diselaraskan dengan visi dan lingkungan yang ada. ....This study aims to provide a more comprehensive performance measurement at Legal Entity State Universities. University of Indonesia as one of the Legal Entity State Universities. This research was conducted using the five forces analysis (five forces Porter's) and SWOT analysis (strengths, weaknesses, opportunities, threats) for further strategy mapping and measurement of the balanced scorecard. The results of this study provide a balanced scorecard-based performance measurement design at the University of Indonesia that has been aligned with the existing vision and environment.