

ABSTRAK

Nama : Bambang Haffianto
Program Studi : Magister Manajemen
Judul Tesis : Perancangan sistem pengukuran kinerja PT. Samudera Indonesia *Ship Management* dengan menggunakan konsep *Balanced Scorecard*

PT. Samudera Indonesia *Ship Management* bergerak dalam pengelolaan kapal-kapal yang dimiliki oleh Samudera Indonesia *Group*. Dalam persaingan bisnis yang semakin ketat, sangat penting bagi perusahaan untuk mengukur kinerja tidak hanya berdasarkan pendekatan keuangan namun juga menggunakan pendekatan-pendekatan lain agar dapat bersaing dengan kompetitor. Ada beberapa cara untuk mengukur kinerja perusahaan, yang berbeda dari satu perusahaan ke perusahaan lain. Pada karya akhir ini diusulkan penggunaan *Balanced Scorecard* untuk mengukur kinerja perusahaan. Dalam *Balanced Scorecard* ditentukan sasaran strategik, dan pengukuran strategik yang hendak dicapai oleh PT Samudera Indonesia *Ship Management*.

Kata Kunci : *Balanced Scorecard*, sasaran strategik, pengukuran strategik, PT. Samudera Indonesia *Ship Management*.

ABSTRACT

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Study Program : Master of Management
Thesis Title : Performance Measurement System Design of
PT. Samudera Indonesia Ship Management With
Balanced Scorecard Concept

PT. Samudera Indonesia Ship Management is a ship management company that handles ships belong to Samudera Indonesia Group. In today's tightening business competition it is very important for a company to measure its performance not only using financial approaches but also various approaches in order to compete. There are several ways, which differ from one company to another, to measure a company's performance. This thesis suggests the implementation of the Balanced Scorecard to measure the company's performance. The Balanced Scorecard determines strategic objectives and strategic measurements that the company intends to accomplish.

Keyword : Balanced Scorecard, Strategic Objectives, Strategic Measurements, PT. Samudera Indonesia Ship Management.