

Universitas Bina Nusantara

Jurusan Teknik Industri Fakultas Sains dan Teknologi

TUGAS AKHIR

Semester GENAP 2010/2011

**ANALISIS PENGEMBANGAN DAN PENERAPAN *BALANCED SCORECARD*
DI PERUSAHAAN JASA KONSULTASI (STUDI KASUS: PT. MAGNA
TRANSFORMA)**

Zuhaira Zamila	1100016006
Erna Wati	1100057454
Astria Sari Marsyeili	1100058242

Abstrak

PT. Magna Transforma merupakan perusahaan yang bergerak di bidang industri jasa konsultasi. Dalam perkembangan bisnisnya, PT. Magna Transforma terus berusaha untuk memformulasikan strategi yang tepat bagi perusahaannya.

Penelitian ini bertujuan untuk menyelaraskan strategi operasional di tiap unit kerja dengan strategi perusahaan dan mendapatkan rancangan pengukuran kinerja operasional yang selaras dengan strategi di tingkat unit kerja di PT. Magna Transforma.

Metode yang digunakan adalah deskriptif studi kasus dengan Balanced Scorecard. Dalam penelitian ini dilakukan proses penurunan (cascading) peta strategi perusahaan ke peta strategi tiap unit kerja.

Dari hasil analisis data tersebut didapatkan bahwa antara strategi perusahaan dengan strategi unit kerja dapat berjalan selaras dan sasaran-sasaran strategisnya dapat terukur. Untuk mengembangkan Balanced Scorecard di PT. Magna Transforma perlu pengimplementasian strategi inisiatif agar kinerja perusahaan meningkat.

Kata Kunci

Balanced Scorecard, Kinerja, Strategi, Peta Strategi, Sasaran Strategi dan Cascading.

Universitas Bina Nusantara
Department of Industrial Engineering Science and Technology
Faculty
FINAL PROJECT
Even Semester 2010/2011
ANALYSIS OF DEVELOPMENT AND IMPLEMENTATION OF THE
BALANCED SCORECARD IN CONSULTING FIRM (CASE STUDY AT PT.
MAGNA TRANSFORMA)

Zuhaira Zamila	1100016006
Erna Wati	1100057454
Astria Sari Marsyeili	1100058242

Abstract

PT. Magna Transforma is a company engaged in consulting services industry. In the development of its business, PT. Magna Transforma kept trying to formulate the right strategy for its company.

This research aims to harmonize the operational strategy in each departement with corporate strategy and get the design of operational performance measurement align to departement's strategy in PT. Magna Transforma.

The method used is descriptive case study with the Balanced Scorecard. In this research the process of reduction (cascading) the company's strategy map to the departement's strategy map.

From the analysis of these data found that between corporate strategy with the departement's strategy can run in harmony and strategic objectives can be measured. To develop a Balanced Scorecard at PT. Magna Transforma need to be implementing a strategy initiatives to increase company performance.

Keyword :

Balanced Scorecard, Performance, Strategic, Strategy Map, Strategic Objectives and Cascading.