

***Performance Measurement Based on the Balanced Scorecard Concept at PT. PLN  
Jember Regency***  
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***ABSTRACT***

*This research aims to determine the results of performance measurement at the Jember Regency State Electricity Company (PLN) using the Balanced Scorecard measurement method. This research is a descriptive qualitative research. The research data source uses primary data by distributing questionnaires and interviews, secondary data using Balance Report data and company data. The results of this research show that the performance of the Jember Regency State Electricity Company (PLN) was measured using the Balanced Scorecard method, getting a score of 35,64 which is included in an unhealthy condition in the BB category.*

***Keyword:*** *performance measurement, performance appraisal, balanced scorecard*