

**MEASURING OF WORK PERFORMANCE THAT IS COMPREHENSIVE WITH
BALANCE SCORECARD AS A STRATEGIC PLANNING TOOL
AT UD TAPE 82 BONDOWOSO**

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ABSTRACT

Since entered Asean Economic Society or MEA, the condition of Indonesia becomes more impacted to a rivalry of business which is stricter. Not only impact to the big scale industry but also the small scale industry must strive for company becomes more productive and innovative. The doer of business need to realize that it is really needed to make perfect business strategies to win rivalry. Therefore, a company must know about how big that work performance in order to be able to compete with others businesses which are similar. Generally, the measuring of work performance is only focus on financial sector, however now on it is needed the measuring which is more complex. The equipment of work which is more correct is concept of Balanced Scorecard (BSC). This concept is a valuation of work performance that measure based on four perspective such as financial perspective, customer perspective, internal business perspective, learning and growing process perspective. The goal of this research is to know how the work of UD. If Tape 82 Bondowoso is measured by using Balanced Scorecard. This research is included to kind of survey which is descriptive. Kinds of data used are interview, kuesioner and documentation. According to the performace result by using Balanced Scorecard, UD Tape 82 Bondowoso is totally in very good condition with a category AA and score total 90,16%. Those case is also showed with the result of valuation to each perspectives where the financial perspective in really good condition with score total of work 81,06%, perspective of internal business process in really good condition and score total 93,82%, learning and growing perspective is also in very good condition with score total of work 96,70%.

Keywords: *Strategy, Measuring of Work Performance, Balanced Scorecard*