

***Performance Measurement Analysis Using the Balanced Scorecard and SWOT Methods at the Regional Financial and Asset Management Agency (BPKAD) of Bondowoso Regency***

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**ABSTRACT**

*This study aims to measure the performance of the Regional Financial and Asset Management Agency (BPKAD) of Bondowoso Regency using the Balanced Scorecard method and SWOT analysis. The Balanced Scorecard assesses performance from the perspective of finance, customers, internal business processes, and learning and growth, while the SWOT analysis identifies internal and external factors of the organization. This study uses a qualitative descriptive method with primary data in the form of questionnaires and interviews and secondary data in the form of financial reports and supporting documents. The results show a final Balanced Scorecard score of 78.04 with a Very Healthy (A) category, and the SWOT results place the organization in Quadrant I (Strength–Opportunity).*

**Keywords:** *performance measurement, balanced scorecard, SWOT analysis*