

***Performance Measurement Analysis with Balance Scorecard and SWOT
Analysis Integration at the Regional Financial and Asset Management Agency
of Jember Regency***

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ABSTRACT

This study aims to analyze the results of the integration of SWOT analysis and balance scorecard as a performance measurement tool at the Regional Financial and Asset Management Agency of Jember Regency. The integration between SWOT Analysis and Balance Scorecard will help organizations measure performance comprehensively to produce more effective and better performance assessments. This type of research is qualitative research with a descriptive approach. The data sources used in this study are primary data obtained by distributing questionnaires and conducting interviews, while secondary data are obtained from financial reports, namely the Budget Realization Report and employee data. The results of this study indicate that the performance of the Regional Financial and Asset Management Agency of Jember Regency, measured by the integration of Balance Scorecard and SWOT Analysis, obtained a score of 80,38, which is included in a very healthy condition with the AA category. Meanwhile, the results of measurements using SWOT Analysis show that the position of the BPKAD of Jember Regency is in quadrant I in the SWOT diagram, which means the organization is on an aggressive or growth strategy.

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