

ABSTRACT

MOKHAMAD ROMADHON, ANALYSIS APPLICATION OF BALANCED SCORECARD PERFORMANCE AS A STANDARD CORPORATE PLANTATION AREA (PDP) KABUPATEN JEMBER, GUIDED BY: R. ABDOEL DJAMALI, TANTI KUSTIARI.

The purpose of the study was to determine the performance of the Perusahaan Daerah Perkebunan (PDP) Jember viewed from four perspectives of the Balanced Scorecard approach the financial perspective, customer perspective, internal business processes and learning and growth perspective.

This study used a survey method. The type of data used are primary and secondary data, data collection techniques used interviews, observations, questionnaires, and documentation.

The results of the study can be concluded is Perusahaan Daerah Perkebunan (PDP) in Jember process performance measurement approach Balanced Scorecard (BSC) obtained results on the learning and growth perspective suggests that performance is achieved, it is characterized by the increasing implementation of education and training of employees in research although there is an increase in employee productivity. In internal business process innovation made possible the cooperative is characterized by increasing services. At the customer's perspective indicates the achievement of corporate performance. Financial performance showed modest improvement in liquidity ratios, solvency and activity.

Keywords : Financial, customer, internal business, growth and learning, the *balanced scorecard*