

**ANALYSIS OF THE IMPLEMENTATION BALANCE
SCORECARD IN PT ASTRA OTOPARTS TBK –ASTRA NIAGA
DOMESTIK DIVISION**

BY :

ARNAS YUDHA PAMUNGKAS

43209110115

ABSTRACT

This research is to analyze balanced scorecard implementation on PT. Astra Otoparts Tbk-Astra Niaga Domestik Division especially in terms of strategic management. The purpose of this research is how the balanced scorecard is used as a method of performance measurement and part of the strategic management based on the perspective on it. This research used descriptif, kuantitative and kualitatif method.

The results of the research indicate that PT Astra Otoparts Tbk-Astra Niaga Domestik Division is one of division from PT. Astra Otoparts Tbk that has good performance and reliable.

Key words : Implementation, strategic management, balance scorecard.