

ANALISYS OF *BALANCED SCORECARD*
IMPLEMENTATION ALTERNATIVE AS PERFORMANCE
(STUDY CASE: LABSOSIO PUSKA SOSIOLOGI
FISIP UI)

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ABSTRACT

The purpose this research are to study and analyze the implementation of Balanced Scorecard as performance measures with study case of LabSosio PUSKA Sosiologi FISIP – UI. The Balanced Scorecard Concept measure the organization's, performance through four perspectives that are the financial perspective, customer perspective, internal business process perspective and learning and growth perspective.

The result of this research indicated that the implementation of Balanced Scorecard in LabSosio PUSKA Sosiologi has been managed and measured properly and in accordance eith the vision dan mission.

Keywords: Balanced Scorecard, Customer Perspective, Business Process (Internal), Financial Perspective, Learning and Growth Perspective, Performance Measurement.