

Abstract

Balance scorecard is a tool to write scores of balanced performance between each two aspects which are financial and non-financial, long and short terms, internal and external. The company use scorecard measurement to produce different kind of important management process. Implementation of Balance Scorecard depend on the organization policy. At present PT Samchem Prasadha still using a traditional performance measurement tool that more emphasized on financial. Based on this background, the purpose of this research are to check whether the company strategy has been implemented according to its vision and mission or not, also to design how Balanced Scorecard could be used as a tool to complete existing measurement tool which focus only on profitability with the new dimension aspects where the company can increase its competitiveness. This research using qualitative descriptive research method. Based on that method we can concluded that the company strategy has been done according to its vision and mission but in the process it still run well. The Balanced Scorecard could be used as a company performance measurement tool where it can translate the company strategy, vision, and mission in order each department in the company can fulfill the company goal where at the end they can increase the company performance.

Keyword: balanced scorecard, performance, strategy, vision dan mission.