

## ABSTRACT

*This study aims to provide prospects for implementing business strategies at PDAM Magelang using the Sustainability Balanced Scorecard through its five perspectives, namely financial perspective, customer perspective, internal business process perspective, learning perspective and social and environmental perspective. The research method used is descriptive qualitative and the type of research is case study. The method of data collection was carried out using primary data and supplemented with secondary data. The data analysis technique used in analyzing the data is using interactive data analysis. Currently, PDAM Magelang has a system that is no longer relevant which results in the activities and business performance being carried out not in line with the vision and mission that has been made. Therefore, PDAM Magelang needs to have a tool to be able to see the company's strategy by implementing the right strategy. By using the Sustainability Balanced Scorecard, research results can help companies improve organizational performance and meet their goals.*

**Keywords :** *Sustainability Balancerd Scorecard, business strategy, strategy implementation, PDAM Magelang*



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