

**IMPLEMENTATION OF THE BALANCED SCORECARD METHOD  
WITHIN BUSINESS PERFORMANCE MEASUREMENT SYSTEM  
(A Case Study In The "Maharani Handicraft" Company)**

*Authors :*

Rosyidin<sup>1</sup>, Adi Djoko Guritno<sup>2</sup>, Suharno<sup>3</sup>

**ABSTRACT**

Measurement Of company performance is necessary to evaluate and scoring the company's success, along with arranging the payment system. This research implements performance of Balanced Scorecard (BSC) method with measurement from four perspectives; finance, customer, internal business processes, and development and growth perspective in the business of "Maharani Handicraft" located at Bantul street km 7, Pucung, Pendowoharjo, Bantul Regency. The BSC employs an Objective Matrix (OMAX) to quantize key performance indicator that is in accordance to the appropriate long term goal and business strategy.

The result of the research shows that the business performance of "Maharani Handicraft" in the year 2003 as having achieved these four perspectives : 1. finance perspective 1,02 with score 3,4 (standard performance), 2. customer perspective 2,24 with score 5,6 (medium performance), 3. internal business processes perspective 0,575 with score 4,1 (medium performance), 4. developed and growing perspective 1,255 with score 7,84 (good performance). The achievement of index perspective analysis in comparison to the average index perspective indicates positive tendency to general business performance. This means that the achievement index analysis in comparison to the realistic target index shows that none of the perspective have achieved the intended target yet. Thus, it is necessary to evaluate and correct the realistic performance target.

**Key Word** : Performance, Balanced Scorecard, Key Performance Indicator, Objective Matrix.

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<sup>1</sup> Student Of Agricultural Industrial Technology, Faculty of Agricultural Technology Gadjah Mada University

<sup>2</sup> Lecturer of Agricultural Industrial Technology, Faculty of Agricultural Technology Gadjah Mada University and Counceler 1

<sup>3</sup> Lecturer of Agricultural Industrial Technology Faculty of Agricultural Technology Gadjah Mada University and Counceler 2