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**MAPPING STRATEGY BASED ON THE BALANCED SCORECARD FRAMEWORK IN THE  
GOVERNMENTAL SECTOR A Case of  
Animal Quarantine Bureau Tanjung Emas Semarang**  
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Universitas Gadjah Mada, 2008 | Diunduh dari <http://etd.repository.ugm.ac.id/>

This research aimed to map the strategies of Animal Quarantine Bureau Tanjung Emas Semarang as a government agent based on the balanced scorecard framework. By mapping strategy, a company can start planning to convert its various assets into desired outcomes. It give employees a clearer line of sight into how their jobs are linked to the overall objectives of the company, enabling them to work in a coordinated, collaborative fashion toward the company's desired goals and provide a visual representation of a company's critical objectives and the crucial relationship among them that drive its performance.

The origin of Balanced Scorecard put the financial perspective on the top of the hierarchy. This hierarchy has put difficulty for government organization to implement the balanced scorecard. Therefore, given that achieving financial success is not the relevant indicators whether the organization is delivering their mission, the organization's mission should be featured and measured at the highest level of its scorecard.

The analysis was conducted in the following steps: Identify the strategy of the Animal Quarantine Bureau which started by identifying the Vision, Mission, and the Bureau's Strategies and also their measurements method from interviews and observation, Identify the goals and target in the fiduciary or stakeholder perspectives (what do they want from Animal Quarantine), Identify the critical Internal Process needed by the Animal Quarantine Bureau in order to serve their stakeholder or fiduciary, Identify Employee Capabilities, Information System and Organization that support the critical internal process in strategy implementation, Identify the resources needed by Animal Quarantine Bureau Tanjung Emas Semarang in their strategy implementation process. This include, people, money, infrastructure, Installation, Institution, and time, Deciding targets and Initiatives in each of the perspectives (fiduciary, internal process, learning and growth, and resources) needed to achieve the Animal Quarantine Bureau's Mission from Interviews with Head of Quarantine and Staff.

**Keyword:** Balanced Scorecard, Strategy Mapping, Strategy Implementation, Governmental Sector