INTISARI

Penelitian ini bertujuan untuk memberikan pemahaman terkait perancangan *key performance indicator* dalam *internal business process perspective* guna meningkatkan proses produksi di dalam badan usaha. Selain itu, mengetahui bagaimana pengaruh perancangan *key performance indicator* dengan menggunakan *internal business process perspective* terhadap pencapaian visi, misi, dan tujuan strategis dari sebuah badan usaha.

Jenis penelitian yang digunakan adalah *applied research* dengan metode pendekatan kualitatif. Penelitian ini berisikan sebuah desain system yakni *balanced scorecard* guna memperbaiki dan meningkatkan kinerja dalam badan usaha.

Hasil penelitian menggunakan *key performance indicator balanced scorecard* melalui *internal business process perspective* ini menemukan beberapa kelemahan maupun keunggulan dari PT Muntjul Diamond ini. Dari kelemahan dan keunggulan yang ditemukan inilah, perusahaan dapat dengan mudah merancang, memperbaiki, bahkan mempertahankan perusahaan mereka.

Keywords *: key performance indicator, balanced scorecard, internal business process perspective*

ABSTRAK

PT Muntjul Diamond is a manufacture company that focused on making karoseri in the past fifty years. Every year the competition on karoseri business is getting more and more difficult. This Situation triggered by different aspect of the society starting from politics conditions, economics, and social conditions of the country. As a result PT. Muntjul Diamond must carefully think of the right strategy for their businesses in order to be able to compete in the market of karoseri business.

This paper will mainly discussed about internal business process perspective. The main purpose of this research and study is to find out whether the company running the business in tune with their vision and mission. The result of scorecard is essential, because it is going to be used as a reference for their business strategy. The performance measurement in this paper will be using the concept of balance scorecard. The balance scorecard is a management system aimed at translating an organization strategic goals (vision and mission) into set performance objectives to ensure that the organization strategic goals are met.

Keywords : key performance indicator, balanced scorecard, internal business process perspective