

ABSTRACT

The purpose of this research was to evaluate Balanced Scorecard as the performance measurement tools in Not-for-Profit organization. The researcher took study case of AIESEC, and international student organization.

Ten members from AIESEC Surabaya and AIESEC Universitas Brawijaya Malang with level varied from Executive Board, Middle Management Board, and staff, were being interviewed. The researcher also conducted field study to observe the implementation of Balanced Scorecard in AIESEC Surabaya. Observation and interview results were use to analyze the performance of AIESEC Surabaya and to evaluate whether the Balanced Scorecard implementation as performance measurement system function effectively in AIESEC.

During term 2012 – 2013 AIESEC Surabaya performance based on the balanced Scorecard is not maximized yet. And Balanced Scorecard implementation as performance measurement system in AIESEC Surabaya did not function effectively, in which found in the local level, even though the Balanced Scorecard model has been well developed from year to year. Thus for the local level AIESEC could use othe performance measurement system that is more simple instead of Balanced Scorecard.

Keywords: Not-for-Profit organization, International student organization, AIESEC, Balanced Scorecard, Performance measurement system.