

Abstrak

PT. Indosurya Inti Finance merupakan salah satu perusahaan yang bergerak dalam industri Pembiayaan di Indonesia. Dalam menghadapi persaingan yang bisnis yang terus berubah, PT. Indosurya Inti Finance perlu melakukan penyesuaian agar dapat terus bersaing. Diperlukan suatu alat manajerial yang berfungsi menggambarkan hubungan antara langkah yang telah dilakukan, yaitu *Balanced Scorecard*.

Balanced Scorecard yang dilengkapi dengan *Strategy Map* merupakan *strategic tool* yang diperkenalkan oleh Kaplan dan Norton. Dengan menggunakan *Balanced Scorecard* maka strategi perusahaan akan dapat diterjemahkan. *Balanced Scorecard* terdiri atas sekumpulan alat pengukur performa kerja yang terintegrasi.

Penyusunan rancangan *Balanced Scorecard* dan *Strategy Map* bagi PT. Indosurya Inti Finance diawali dengan penggalan visi, misi dan strategi perusahaan secara eksplisit. Dilanjutkan dengan penentuan perspektif yang sesuai dengan perusahaan yang terdiri atas *financial perspective*, *customer perspective*, *internal business process* dan *learning and growth perspective*. Masing-masing perspektif memiliki sasaran strategi yang dapat diukur pencapaiannya melalui serangkaian *Key Performance Indicator* (KPI). Penggambaran hubungan antar sasaran strategis tersebut terlihat dalam *Strategy Map*.

Rancangan *Balanced Scorecard* dan *Strategy Map* yang diusulkan oleh penulis diharapkan dapat membantu perusahaan dalam mengambil langkah-langkah terencana baik sehingga dapat mendukung tercapainya tujuan perusahaan.

Kata kunci: visi, misi, strategi, *Balanced Scorecard*, *Strategy Map*



Abstract

PT. Indosurya Inti Finance is one of the companies engaged in Financing industry in Indonesia. In the face of competition which is a business that is constantly changing, PT. Indosurya Inti Finance need to make adjustments in order to continue to compete. Needed a managerial tool that serves to illustrate the relationship between the steps that have been undertaken, i.e. Balanced Scorecard.

The Balanced Scorecard, which is completed with Strategy Map is a strategic tool introduced by Kaplan and Norton. Using the Balanced Scorecard the corporate strategy will be translated. Balanced Scorecard consists of a set of gauges work performance are integrated.

Drafting the Balanced Scorecard and Strategy Map for PT. Indosurya Inti Finance beginning with the vision, mission and corporate strategy explicitly. Proceed with the determination of the appropriate perspective with a company that consists of financial perspective, customer perspective, internal business process, learning and growth perspective. Each perspective has goals measurable strategy achievements through a series of Key Performance Indicator (KPI). The depiction of the relationships between the strategic goals is seen in the Strategy Map.

Design of Balanced Scorecard and Strategy Map that proposed by the author is expected to help the company take steps planned so as to support the achievement of business goals.

Keywords: vision, mission, strategy, Balanced Scorecard, Strategy Maps

