

ABSTACT

This research to design a comprehensive and balanced performance measurement system for the Public Appraisal Office (KJPP) Toto Suharto & Rekan Semarang. To date, performance measurement at the KJPP tends to focus on the financial aspect, which is considered less reflective of the company's overall success. To address this issue, this study uses a Balanced Scorecard (BSC) approach that integrates four main perspectives: financial, customer, internal business processes, and learning and growth. The methodology used includes Initial condition analysis: Analyzing the KJPP's business strategies and objectives. BSC system design: Formulating strategic objectives, performance indicators, targets, and strategic initiatives for each perspective. Interviews and discussions: Interacting with management and staff to obtain data and validate. The result of this study is a Balanced Scorecard-based performance measurement system that includes a Strategy Map that visualizes the cause-and-effect relationships between objectives. A list of relevant Key Performance Indicators (KPIs) for each perspective. A reporting system that allows for regular performance monitoring. With this system, it is hoped that KJPP Toto Suharto & Rekan Semarang can increase the effectiveness of decision-making, motivate employees, and achieve sustainable competitive advantage.

Keywords: *Balanced Scorecard, SWOT, Strategy Map, KPI*

