

ABSTRACT

Persijap Jepara is a football club owned by the Government of Jepara is a part the financing comes from grants budget. Achievements Persijap good enough to be able to survive in the Indonesian Super League (ISL) 2009/2010 season which ranked ninth in the season 2008/2009 after finishing in 11th position considering the limited budget Persijap than other clubs are like Persijap Jakarta, Persib Bandung, and etc. During this performance assessment Persijap performance just using Accountability Report (LPJ) Persijap Management that contains the submission of the financial sources of income and expenditure, submission of achievement in the ISL and the Copa Persijap Indonesia, as well as an explanation for the competition problems and solutions. By using the LPJ is only capable of short-term oriented so that the performance of the company to be running unstable or less than expected. Using LPJ alone is not enough because many important aspects that trigger Persijap performance is not visible in the performance appraisal and assessment is still fragmentary yet comprehensive and thorough. This study aimed to find out how Persijap performance using the Balanced Scorecard (BSC). By using the performance assessment, can be known causal link between drivers of performance and results achieved. Thus expected to become a club Persijap football fans that can create a satisfied, productive and committed players, and to produce an adequate surplus.

Research conducted by collecting data obtained from Persijap management over the past two years, 2008/2009 season and 2009/2010 season. Data were obtained through library research, interviews, and distributing questionnaires to 100 supporter and 30 players Persijap. The financial perspective of performance assessment using the ratio of efficiency and effectiveness ratios. Performance appraisal supporter perspective using supporter satisfaction, occupancy ratio, and image and reputation. In assessing the performance of internal business process perspective using a stage of innovation and achievement in the ISL. While assessing the performance of learning and growth perspective using the training of players, player productivity, retention of players, player satisfaction, the test team, and the proportion of the original players Persijap.

By comparison between the traditional concept of performance measurement with the concept of BSC can be concluded that the traditional concept of performance measurement alone is not capable of measuring instruments which contains company's overall key performance. From the results of the study using the BSC concept can be seen carrying the overall performance of the season Persijap 2008/2009 and 2009/2010 seasons considered bad, but it happens to increase in the total score / value of 30 points to 35 points.

Key words: Persijap Jepara, accountability report, balanced scorecard, financial perspective, supporter perspective, internal business process perspective, learning and growth perspective.