

ABSTRAK

Pengukuran kinerja merupakan salah satu faktor yang sangat penting bagi organisasi karena pengukuran kinerja merupakan usaha memetakan strategi ke dalam tindakan pencapaian target tertentu (Giri, 1998). Kinerja organisasi diukur dan dievaluasi untuk mengetahui apakah suatu strategi organisasi telah dijalankan dengan baik atau tidak. HMTIF UNPAS adalah suatu lembaga kemahasiswaan di lingkungan Teknik Informatika Universitas Pasundan Bandung dimana organisasi ini belum diterapkan pengukuran kinerja.

Untuk mengukur kinerja pengurus HMTIF UNPAS, dapat diukur dengan menggunakan analisis SWOT dan pengukuran dengan metode *Balanced Scorecard* yang memiliki 4 perspektif, yaitu perspektif keuangan, pelanggan, proses bisnis internal, dan pembelajaran & pertumbuhan. Sehingga dapat dihasilkan ukuran-ukuran kinerja pengurus HMTIF UNPAS berdasarkan metode *Balanced Scorecard*.

Pengukuran kinerja pengurus HMTIF UNPAS ini, dihasilkan melalui analisis SWOT yaitu posisi organisasi HMTIF UNPAS adalah berada pada kuadran tiga. Lalu didapatkan hasil penilaian dari keseluruhan variabel dengan rata-rata 3,56 dan dapat disimpulkan bahwa kinerja pengurus HMTIF UNPAS yaitu “baik”.

Kata kunci: Pengukuran kinerja, analisis SWOT, *Balanced Scorecard*, HMTIF UNPAS.

ABSTRACT

Performance measurement is a very important factor for the organization as an attempt to mapping the performance measurement strategy into action certain target achievement (Giri, 1998). Organizational performance measured and evaluated to determine whether an organization's strategy has been executed properly or not. HMTIF UNPAS is a student organization within the Information Engineering University of Pasundan Bandung where this organization has not implemented performance measurement.

To measure the performance of the board HMTIF UNPAS, can be measured using SWOT analysis and measurement with Balanced Scorecard method that has 4 perspective, that of financial, customer, internal business processes, and learning and growth. So it could be produced measures performance of HMTIF's UNPAS Board based on Balanced Scorecard method.

The measuring of performance of HMTIF UNPAS board is produced by SWOT analysis that organization position of HMTIF UNPAS is on third quadran. Then, board performance measurement is obtained results of the assessment of the overall variable with an average of 3.56 and concluded that performance management HMTIF UNPAS is "good".

Keywords: performance measurement, SWOT analysis, Balanced Scorecard, HMTIF UNPAS.