

INTISARI

Industri internet semakin berkembang, pemain yang ada di dalamnya semakin banyak. Perlu dilakukan analisis mengenai posisi perusahaan saat ini untuk melanjutkan eksistensi di industri ISP. Balanced Scorecard adalah satu metode yang mampu menunjukkan posisi perusahaan dari 4 perpektif (keuangan, pelanggan, proses bisnis internal, dan manusia). PT. LDP adalah perusahaan level menengah yang ikut bersaing di industri ISP. Untuk menjaga eksistensinya, PT. LDP perlu menemukan jawaban dari pertanyaan berikut: 1) Bagaimana kinerja perusahaan dari perspektif Balance Scorecard? 2) Bagaimana peta strategi perusahaan untuk keberlanjutan bisnis?

Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data melalui wawancara, observasi dan dokumentasi. Wawancara diambil dari narasumber internal dan eksternal perusahaan. Keabsahan data diuji menggunakan ketekunan pengamatan, konfirmasiabilitas dan triangulasi. Hasil analisis data menunjukkan persentase pertumbuhan pendapatan dan pelanggan selalu meningkat di periode 2017-2019. Proses bisnis internal sudah baik dan perusahaan perlu memperhatikan reward dan punishment untuk karyawan, agar mereka lebih produktif.

Kata kunci: *Internet Service Provider, Balanced Scorecard, Manajemen Strategi*

ABSTRACT

The internet industry is growing up, there are more players in the industry. It is necessary to analyze the company's current position to continue its existence in the ISP industry. The Balanced Scorecard is a method for showing the company's position from 4 perspectives (financial, customer, internal business processes, and people). PT. LDP is a mid-level company that competes in the ISP industry. To maintain its existence, PT. The LDP needs to find answers to the following questions: 1) What is the company's performance from the perspective of the Balance Scorecard? 2) What is the company's strategy map for business sustainability?

This research uses a qualitative approach. Data collection through interviews, observation and documentation. Interviews were taken from internal and external sources of the company. Data validity was tested using perseverance of observation, confirmability and triangulation. The results of data analysis show the percentage of revenue and customer growth has always been increasing in the 2017-2019 period. Internal business processes are good and companies need to pay attention to rewards and punishments for employees, so they are more productive.

Keywords: Internet Service Provider, Balanced Scorecard, Strategic Management