

ABSTRACT

PT. Perdana IMMIG as a media marketing group in Indonesia, nowadays, is facing a tight competition with othe media marketing companies. This competition demands PT. Perdana IMMIG to have qualified Human Resources (HR). This circumstances make PT. Perdana IMMIG has to monitor its HR performance peridiocally. Recently, HR performance appraisal has been done, but this appraisal focused on individual performance appraisal. PT. Perdana IMMIG needs a systematic strategic HR management instrument as well as a toolkit to measure HR performance, to determine how HR contribute in organisational performance, and as a based for decision making in HR. Based on this empirical issues mentioned above, this research is intended to identify variables of measurement that represent and measuring the HR performance of PT. Perdana IMMIG, using HR Scorecard.

One of method of contemporary measurement is HR Scorecard which is a measurement system that linking people, strategy, dan performance, through four perspective, which are financial, customer, internal buiness process, and learn and growth. Measurement of company performance conducted after the arrangement of its measurement system id finished. Improvement process through some stage, which are: interview, identify and weighting of measurement indicator, as well as designing it information system as a toolkit.

The performance measurement system planning produces 18 strategic measurement variables having certain effects to HR performance of the business firm. The biggest strategic measurement weight for each perspective will known as Key Performance Indicator. Those key performance indicator for each perspective are:

<i>Perspective</i>	<i>Perspective Weight</i>	<i>Key Performance Indicator</i>	<i>Measurement Weight</i>
<i>Financial</i>	<i>25,58%</i>	<i>Human Capital Value Added</i>	<i>59,61%</i>
<i>Customer</i>	<i>52,00%</i>	<i>Employee Satisfaction Index</i>	<i>52,61%</i>
<i>Business Internal Process</i>	<i>15,18%</i>	<i>People Mangement Score</i>	<i>52,34%</i>
<i>Learn and growth</i>	<i>7,24%</i>	<i>Sum of Training and Developmet a year</i>	<i>33,92%</i>

Overall HR Performance measurement is accomplished using information system designed. Results of performance measuremetn of each perspective are as follows:

- 1. Financial perspective has performance grade as 3,28 (Poor)*
- 2. Customer perspective has performance grade as 3,53 (Poor)*
- 3. Internal Business Process has performance grade as 3,22 (Poor)*
- 4. Learn and growth perspective has performance grade as 3,81 (Enough)*

PT. Perdana IMMIG's HR Performance score using HR Scorecrd is 3,54 means company has poorHR Performance.