

ABSTRACT

FOOD SECURITY AGENCY PERFORMANCE MEASUREMENT AND AGRICULTURAL EXTENSION BY USING THE BALANCED SCORECARD APPROACH (STUDY IN CENTRAL DISTRICT LAMPUNG)

By

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Agricultural development in accordance with the demands of the reform is a manifestation of the new direction of development which is the main agenda of economic reform. Deliberations to formulate agricultural development plans that the period 2005-2009 agricultural development activities carried out through three programs, namely (1) food security enhancement program, (2) agribusiness development program, and (3) Program improvement of farmers welfare.

Based on the Central Lampung District Regulation No. 12 of 2007 on the Establishment of the Organization and the regional work of Central Lampung District, formed Agency for Food Security and Agricultural Extension, which is the task of supporting elements of the Regional Head with implementing the main tasks of regional policy formulation and implementation in the field of food security and agricultural extension. Agency for Food Security and Agricultural Extension as a functioning government organizations providing services to the public (society), the existence of the organization should be able to protect and fulfill the public interest. success in carrying out its duties and functions as a government agency, as suggested by Zeithalm where, Parasuraman& Berry (1990) Service quality can be said if it has: tangibles, reliability,

responsiveness, assurance, and empathy. To measure the performance of Agency for Food Security and Agricultural Extension in the study conducted by the Balanced Scorecard approach developed by Robert S. Kaplan and David P. Norton. Balanced Scorecard is basically more of a management concept, not the concept of performance appraisal. Its implementation, concept management is more focused on performance measurement company / organization, with the approach of equilibrium (balance) in measuring the performance of the implementation strategy of the company / organization. In a balanced approach was done by measuring performance based on four perspectives, namely financial perspective / finance (finance), the perspective of customer satisfaction / customer (customer), internal business process perspective (process), and learning and growth perspective (learning and growth). Based on research conducted can be summarized in a more comprehensive, it is because the measurement is performed not only on the financial aspect but also on non-financial aspects of the customer perspective, internal perspective and the perspective of innovation and learning, as well as provide a more complete picture of performance by focusing on key indicators for each individual perspective is at the total value of 75,5 with using 100 scale that the Agency for Food Security and Agricultural Extension shows good category.

Key words: measurement of performance with balance scorecard