

ABSTRACT

Indonesia is abundant in renewable energy sources, especially solar energy, which can be transformed into alternative energy as a transition from fossil fuels. With its energy potential, this condition is an opportunity for renewable energy business actors to encourage the development and utilization of solar power plants in Indonesia. To become a more competitive company, a sustainable development agenda supported by a strong corporate management system is demanded in today's era. In other words, the company must also consider environmental and social sustainability issues that are non-financial aspect in order to maintain the sustainability of the company.

This study aims to develop a Strategy Map of PT XYZ based on the company's vision, mission, strategic goals and analyze the company's performance as measured using the Sustainability Balanced Scorecard (SBSC) method. SBSC is an approach that uses the framework of Balanced Scorecard (BSC) to measure sustainable strategies in an organization by adding new perspectives, namely environmental and social perspectives. The research method used is qualitative by conducting in-depth interviews and analyzing company documents.

The company performance of PT XYZ in 2021 and 2022 measured by the 5 SBSC perspectives can be indicated as fair performance, which obtained a total scorecard of 0.. According to the research results, the PT XYZ Strategy Map consists of a vision, mission, 17 company strategic goals and 34 measurement indicators. The company performance of PT XYZ in 2021 and 2022, measured by the 5 SBSC perspectives can be indicated as sufficient performance, which obtained a total scorecard of 0. Based on 34 measurement indicators, 13 obtained a good assessment, 13 obtained a poor assessment, 3 obtained a sufficient assessment, and 5 could not be calculated because the company did not have related numerical documents. In the future, PT XYZ needs to increase its efforts to improve company performance and improve company data management so that it is easier to identify the company's achievements or performance to a measurable extent. Further, PT XYZ needs to integrate sustainability goals that become the company's vision into the company's business strategy, one of which is using SBSC as a company performance measurement tool. In addition, PT XYZ needs to integrate its vision of contributing to sustainability development into the company's business strategy, one of which is the use of SBSC as a corporate performance measurement tool.

Keywords: company performance, renewable energy consultant, Sustainability Balanced Scorecard