

ABSTRACT

The purpose of this research is to identify strategy maps for Agung Teknik company based on the problems faced by the company, to identify the right balanced scorecard design for PT. Agung Teknik, to find out the best competitive strategy that can be used by PT. Agung Teknik to be able to compete with other heavy equipment rental companies in Central Java. The research approach used is a qualitative research method. The sampling technique used for this research is purposive sampling. Data collection techniques by interview and data analysis techniques by descriptive qualitative.

Based on the results of the discussion in this study are, as follows:

PT. Agung Teknik faces problems of dependence on a single product, low production efficiency, and high production costs. To overcome this, they can implement several strategies. First, they can open new markets or explore markets that have not been optimally exploited through a map strategy. In addition, they can also develop new products or product variations of existing products, as well as product diversification. In addition, companies need to improve production processes, increase the efficiency of resource use, improve product quality, and improve production technology in order to reduce high production costs and increase production efficiency. By implementing these strategies, PT. Agung Teknik can increase competitiveness and ensure the continuity of the company's business in the long term. PT. Agung Teknik can adopt a Balanced Scorecard (BSC) design to continuously monitor strategy implementation. By using BSC, companies can ensure that all important aspects of business are well integrated in the company's strategy. Business goals can be achieved in a directed and measurable manner through the implementation of the BSC. In addition, the implementation of BSC can also help improve business efficiency and effectiveness, increase customer satisfaction, and improve overall company performance. Thus, PT. Agung Teknik is expected to achieve long-term success in the market through the adoption of appropriate strategies and continuous monitoring of progress through the BSC.

Keywords: *balanced scorecard (BSC), strategy, competitiveness.*