

## **ABSTRAK**

*Salah satu Perusahaan yang bergerak dalam bidang jasa, Bengkel Otomotif Chung Service, dihadapkan pada situasi dimana harus mampu bersaing dengan kompetitornya dimana sangatlah penting untuk mengikuti perkembangan ilmu pengetahuan dan teknologi canggih di bidang industri ini. Iklim kompetisi menuntut tidak saja barang dan jasa yang berkualitas tetapi juga kecepatan pelayanan, mulai dari menerima kebutuhan pelanggan, hingga pelanggan terasa puas akan hasil yang ditampilkan. Namun demikian, proses bisnis yang berjalan di Chung Service belum berlangsung sesuai dengan prosedurnya. Perencanaan target perusahaan yang kurang jelas, Sistem kerja yang serabutan dan tidak sesuai dengan job description-nya, Tidak adanya evaluasi hasil kerja dan evaluasi rutin keuangan, serta sistem teknologi IT yang kurang menunjang, sehingga masih perlu untuk disempurnakan.*

*Dalam menganalisa sistem manajemen dari Chung Service, dilakukan analisa terhadap proses bisnis yang ada, metode yang Penulis gunakan adalah pendekatan Business Process Re-Engineering dimana kami melakukan analisa alur proses yang terjadi sekarang untuk menemukan permasalahan yang terjadi, kemudian perbaikan proses bisnis melalui pendekatan Balance Scorecard yang menghubungkan elemen-elemen dalam perusahaan, seperti strategi, sistem, struktur, sumber daya manusia yang dimiliki, dan lain-lain. Perbaikan dimulai dari penetapan arah dan tujuan yang hendak dicapai, mulai dari visi, critical success factor (rencana strategi), dan pengukuran performansi keberhasilan.*

***Kata kunci : Proses bisnis, Business Process Re-Engineering, Visi, Misi, Critical Success Factor, Balanced Scorecard.***

## ABSTRACT

*One of the companies engaged in the services sector, Chung Automotive Service, which are exposed on the situation should be able to compete with competitors where it is very important to follow the development of science and advanced technology in the field of this industry. Competitive climate demands not only of goods and services of quality but also speed of service, ranging from customer needs to receive, to the customer feels satisfied that the results will be displayed. However, the business processes that are running in Service Chung has not held in accordance with the procedures. Planning target company is less clear, unstructured system of work and not in accordance with its job description, not the results of evaluation work and evaluation of routine financial, technology and poor IT systems that support, so it still needs to be refined.*

*In analyzing the management system of Chung Service, conducted the analysis of the existing business processes, we use approach with the method of Business Process Re-Engineering where we do an analysis of the process flow to find the problems that occur, and business process improvements through the Balance Scorecard approach that connects the elements in the company, such as strategies, systems, structures, human resources that are owned, and others. Improvement start from the determination of the direction and goals to be achieved, ranging from vision, critical success factors (strategy plan), and performance measurement of success.*

***Keywords: business process, Business Process Re-Engineering, Vision, Mission, Critical Success Factor, Balanced Scorecard.***