

Strategy for mapping of regional priority programs through swot balanced scorecard analysis in regional development planning of kediri regency

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Abstrak

This study aims to formulate a strategic regional development program through the SWOT Balanced scorecard approach. The focus of this research is on the Regional Development Planning Agency of Kediri Regency. The mapping of this program intending to become a recommendation material for the preparation of the Kediri District Development Plan (RPJMD) document for the period 2021 to 2025. This study's data were primary data from observations and surveys of stakeholders involved in preparing the RPJMD strategic plan. Meanwhile, secondary data was obtained from the analysis of planning documents and reports from previous years. The analysis technique used was the SWOT diagram, which aimed to find the quadrants' position, which processing into various alternative strategies. The results showed that the quadrant position of Kediri Regency was in the S-T position, so the strategy chosen was diversification. From these results, the researcher created 4 (four) alternative strategies. The four alternative strategies were reduced to priority programs and targets per year using the balanced scorecard approach.