

ABSTRACT

The garment industry in Indonesia is a rapidly growing industry in Indonesia, especially in the export sector. One of the garment factories engaged in the export sector from Indonesia is PT San -N- Garmino. PT San -N- Garmino is a textile and garment factory established in 2013 with a focus on export sales to Japan. In the last four years PT San -N- Garmino has experienced a decline in profits every year and also did not achieve the company's sales target. The decline in company revenue is caused by the lack of an optimal performance management system applied to the company so that the company cannot optimize all aspects of the company, even though evaluation in the form of measuring company performance is an important thing to implement because by measuring company performance it can find out information about the efficiency and effectiveness of the company's strategy in achieving company goals. The results obtained from performance measurement can be used to improve what is lacking from the company so that in the future the company can prioritize which aspects must be optimized. One of the performance measurement tools that can be used by companies is the balanced scorecard. Balanced scorecard is a management and regulatory system that shows the performance of business units in four perspectives, namely financial, customer, internal business processes, and learning and growth perspectives. With the application of the balanced scorecard performance measurement method, it is expected to help optimize company performance in the future.

Keywords: *PT. San -N- Garmino, Performance measurement, Balanced Scorecard*