

## ABSTRACT

*Growth in export and import-activity is increasing each year and will be followed by increased freight services provider company so as to the occurrence of intense competition among similar companies. Required an appropriate strategy to face the competition. Related to that required research on performance measurement which the company will need to know the overall condition of the company and monitoring of the performance.*

*Through this research will be measured against the performance of PT. IEL Cargo with the Balanced Scorecard as a basic indicator of performance measurement, which consists of a financial perspective, customer perspective, internal business processes, and learning and growth perspective.*

*Methods of data collection through interviews with people who most understand the situation of the company (General Manager) and provides validation questionnaire to validate the results of interviews that have been conducted. Data processing is done by using AHP (Analytical Hierarchy Process), OMAX (Objectives Matrix) and also Traffic Light System. Method.*

*Based on the results of data processing, that indicators were 'already reached the target', marked in green, 'even though they had not reached the target approach' marked in yellow, and the 'not yet reached the target and well below the target of' marked in red. Of which there are six indicators categorized as green, yellow category 3 indicator, and 10 red indicator category.*

*Based on the research results, PT. Cargo IEL should prioritize improvements to the red indicator with the highest weighting, followed by a yellow indicator.*

*Keywords : Strategy, Balanced Scorecard, Performance, AHP, OMAX, Traffic Light System*