

ABSTRACT

PT Radio Karang Tumaritis is a company of information media. PT Radio Karang Tumaritis with radio station name Radio Zora 90.1 FM was stood on February,2005. Radio Zora can be told as is company being growing and involved in high competitive atmosphere in radio industry, because of the company needed performance measurement, so they will know how about they organization condition.

Untill now, the organization doing performance measure just by financial aspect. This measurement can't description all of company's performance. So, in this thesis, will be disigned tool of Performance measurement by Balanced Scorecard method and doing measure to Radio Zora in 2007 periode. This measurement based on four perspektive, that are financial perspective, customer perspective, internal business process perspective, and learn and growth perspective.

This table describe about result of performance measure:

PERSPEKTIVE	WEIGHT	POINT PERSPEKTIVE	TOTAL PERFORMANCE
<i>Financial</i>	<i>19.73%</i>	<i>3.38</i>	<i>0.66742</i>
<i>customer</i>	<i>23.83%</i>	<i>2.83</i>	<i>0.67515</i>
<i>internal business process perspective</i>	<i>31.37%</i>	<i>2.99</i>	<i>0.93832</i>
<i>learn and growth perspective</i>	<i>25.07%</i>	<i>4.45</i>	<i>1.11499</i>
<i>Point of performance measure result</i>			<i>3.31231</i>

PT Radio Karang Tumaritis (Radio Zora) get the total score of performance measure is 3.31231 with enough categorized. And internal business process perspective gets the highest score of weight.