

## ABSTRACT

PT. Umami Mulya Editor is a convection company founded in 1995. The company founded by H. Satori Muhammad in Jln. Mohammad Toha no. 152 Bandung. PT Umami Mulya Editor apply customer satisfaction oriented system with improved product and service quality. In maintain the quality of its product to face business competition and advance in technology, PT Umami Mulya Editor have implemented quality standard, in order to achieve that, required effective and efficient company performance, so that company able to optimizing resource. Therefore, the objective of this research is to know the internal and external environment condition of the company, determining and designing indicators of success to evaluate performance of internal business processes and formulate strategy recommendation to improve internal business company.

This final task discuss performance measurement based on internal business process perspective of PT Umami Mulya Editor using balanced scorecard of Kaplan and Norton. Performance measurement is performed with elaborate in vision, mission, and corporate strategy into objectives and balanced indicators measurement of each process in internal business process, including innovation process, operation process, and after sales service process. The process of internal business process performance measurement is done with the interview, observation, questionnaire, benchmark identification, benchmark weighting, data processing, discussion, and analysis of measurement result and recommendation for the company related to performance measurement result.

Evaluation of internal business process of PT Umami mulya Editor produces 23 indicators of success where each indicator has a correlation to performance of PT Umami Mulya Editor and the size of success indicator correlation determined by weight of each indicator. Internal business process measurement of PT Umami Mulya Editor generates **4,759** value and include in **Very Good** category.

*Keywords: Balanced Scorecard, Internal Business Process, AHP, SWOT Analysis*