

## **ABSTRACT**

*PT Kartika Naya is a manufacturing company engaged in the field of packaging design printing, books, photo album and magazines and packaging commercial products that the marketing includes Jabodetabek, Palembang and Medan. With a business environment that is increasingly competitive, PT Kartika Naya must continue to improve its performance in order to survive and thrive in the increasingly fierce competition. To improve performance, the company requires a performance measurement system that is useful as an ingredient in the ongoing evaluation of the company strategy according to the current business environment.*

*Over the past few years, PT Kartika Naya has been measured their performance based on achievement of sales and profit increases. This measurement is not thoroughly assess the aspect of the company so that measurements made less integrated on aspects that can improve the performance of the company. Therefore, in this study will measured the firm performance using the Balanced Scorecard method that can integrate all aspects related to the company. This method measures the performance of companies based on four perspectives: financial, customer, internal business processes, and learning and growth.*

*Performance measurement of PT Kartika Naya began with translation vision, mission and strategy into strategic objectives, critical success factors, and indicators of success. Then do the weighting process for indicators of the success with Analytical Hierarchy Process (AHP), then performed the measurement of company performance. This performance measurement result in 23 indicators that affect the success of the company's performance. How far each indicator of success can give its affect to company's performance is depend on its weight in AHP calculation. Performance measurement is done by calculating the overall performance of each perspective. The final result of PT Kartika Naya value performance overall was 4.19 with a good rating category.*

**Key Words: Performance Measurement, Balanced Scorecard, Analytical Hierarchy Process**