

ABSTRACT

CV.EFG is one of the convection companies that currently in measuring their performance is still dependent on the financial aspect only, namely by looking at the increase in profits per year, the higher the profit obtained by the company, the company is quite good, but during the last 2 years the company experienced a decline in revenue resulting in a decrease in the company's net profit. From interviews with company owners, it was found that the company did not reach the set sales target and an increase in defective products occurred. Balanced scorecard is the right performance measurement tool to be applied to Cv.efg because measuring performance does not only focus on financial conditions but also focuses on the company's non-financial conditions. The research shows that the design of performance measurements using the balanced scorecard method produces 12 KPIs. From the results of data processing using the AHP method it is found that the financial perspective has the highest weight of 49%, then the second highest weight in the customer perspective is 22%, the internal business process perspective is 17% and the growth and learning perspective is 11%.

Keywords: *Performance Measurement, Balanced Scorecard, Analytical Hierarchy Process (AHP),*