

## **ABSTRACT**

*Misi Market Bandung is a company like Mini Market (retail store). In 2017, retail store consumers such as the Bandung Misi Market are experiencing a change in trend and will affect similar companies that do not have performance measurements that are in harmony between financial and non-financial cases such as Misi Market Therefore, Misi Market Bandung must adjust the company's performance according to the trend.*

*Measurement of organizational performance using the Balanced Scorecard Method will provide alignment between performance in financial and non-financial perspectives starting at the SWOT analysis stage then designing strategies related to internal and external companies, then designing strategic objectives according to strategies that were previously designed, if you want to get Strategic targets are needed by KPI in accordance with the company's existing conditions, to connect each variable into the strategy map, then determine its weight using the Analytical Hierarchy Process (AHP), and awarding scores using the Traffic Light System.*

*Based on 2018 data, 11 strategies, 12 strategic objectives, and 12 KPIs were produced, while the first rank was the customer perspective with a weight of 28%, the second ranked Financial perspective 26%, the third rank Internal Business Process 25%, and the fourth ranking Learning and growth 21%.*

*Keywords: Balanced Scorecard, Strategy, Strategic Targets, Key Performance Indicators (KPI), Measurement of Organizational Performance.*