

## **ABSTRACT**

PT Widya Trans Cargo is a freight forwarding company. The competition between companies now requires companies to be able to improve their performance well, in order to be able to compete in fullfilling the needs of consuments. The company's profit from PT Widya Trans Cargo in the last 3 years has fluctuated every year. This decline in profits occurred because there were 10 out of 125 companies that terminated. PT Widya Trans Cargo has only been focused on conventional performance appraisal, So that we need a design of organizational performance measurement that is seen from four perspectives, including financial, customer, internal business process, and growth and learning perspective that includes financial and non-financial aspects, using the Balanced Scorecard method. The design of performance measurement starts with determining the strategic objectives of the company. From the strategic objectives the KPI is formulated which will then be weighted for each indicator using the AHP method. This design produces 10 KPI, based on the results of weighting using AHP, the financial perspective gets the biggest weight with a value of 41%, the customer perspective gets 33%, the business process perspective gets 15%, and the growth and learning perspective gets 11% .

**Keywords:** Performance Appraisal, Balanced Scorecard, Key Performance Indicators.