

## **ABSTRACT**

*PT XYZ is a technology company engaged in 3D visual design with Augmented Reality technology. So far the company does not have complete performance, only performs from the existing performance. The measurement of the existing performance is financial and employee so that many aspects are unknown to the company and result in not achieving the company's targets. Therefore, we need a plan that is needed by company requirements that are expected to be obtained and can compete with competitors. Based on these considerations, the Balanced Scorecard is used as a performance appraisal method to improve company performance. To obtain measurement results, starting with the strategy and strategy objectives based on the SWOT analysis. After that, a strategy map is made to see the linkages between the strategic objectives. Furthermore, continue, the Critical Success Factor, based on the strategic goals that have been grouped to look for the key success factors, to achieve the strategic objectives. Then Main Performance Indicators are compiled to find out what indicators are needed based on the Critical Success Factor. Then weighting is performed for each indicator using the Analytical Hierarchy Process. Based on the results of data processing, obtained 7 strategies based on SWOT analysis, 12 Critical Success Factors, and 20 Key Performance Indicators. The highest weight in the customer perspective is 33.31%, then followed by the growth and learning perspective 24.31%, the financial perspective 21.84%, and the internal business process perspective 20.53%.*

*Keywords: Performance measurement, Balanced Scorecard, Key Performance Indicator, Analytical Hierarchy Process.*