

ABSTRACT

INAGRI uses Objective and Key Results (OKR) to measure performance. The use of OKR in INAGRI is still very new, namely in 2021. OKR measurements that have been carried out by INAGRI, have not yet achieved the key results that have been set. This causes the company's targets to not be achieved. The Key Results used by INAGRI also have quite a large number so that it is difficult to achieve in one quarter.

In this final project, OKR is designed with priority key results that support the company's target so that INAGRI can use OKR that focuses on the company's target. In this final project, the Objective and Key Results (OKR) framework is used which consists of three stages in this final project, namely providing a review on OKR at this stage the author evaluates the relevance and efficiency criteria after that the results of the evaluation criteria are used as a comparison matrix to determine the percentage of the key. results can support the target or achievement of key results after that the author evaluates the existing OKR, the second stage is to determine the Objective of the existing OKR evaluation results and determine the key results. In the key results determination stage, the author will calculate the priority weight of the key results that have been evaluated to determine the priority weight for the key results against the author's target company using the Analytical Hierarchy Process (AHP) method. The use of the Analytical Hierarchy Process (AHP) method produces an OKR design with priority key results.

The priority objectives obtained are Increasing Awareness of Inagri B2C Agents and Warungs with four key results, Acquisition of New Markets for Inagri B2C agents and warungs with three key results, B2B Markets with two key results.

Keywords: Performance Management, Objective and Key Results, Analytical Hierarchy Process, Priority Key Results.