

ABSTRACT

PT Krakatau Konsultan is a subsidiary of PT Krakatau Engineering with business activities in the form of feasibility studies and project management. So far, PT Krakatau Konsultan has conducted performance measurements using the KPKU method in assessing the company's performance since its inception. That's why the company did not have a theoretical analysis and a Strategy Map which resulted in the company still not having a strategy map showing the company's work system in an integrated manner between its divisions and this made it difficult for the company to develop. Therefore, a study was conducted to design performance measurement using the Balanced Scorecard method because this method has the advantage of assessing overall performance and reaching four different perspectives. Based on the results of the research that has been done, it produces weight values in the form of 29% financial perspective, 43% customer perspective, 15% internal business and process perspective, and 13% learning and growth perspective.

Key words : Performance Measurement, Balanced Scorecard, Strategy Map, Key Performance Indicator (KPI), Analytical Hierarchy Process (AHP)