

## ***ABSTRACT***

*PT Inovasi Tjaraka Buana is an internet service and service provider company that was founded in 2013. Until now, the company has not used an appropriate method to measure the company's performance and development, resulting in the absence of the company's strategic goals. Therefore, a Balanced Scorecard based performance measurement system is designed to measure the performance that is right for the company.*

*This performance measurement method is prepared by compiling an alternative corporate strategy based on a SWOT analysis of the company to compile a strategic map that becomes a reference for the company. Then determine the key performance indicators and determine the weight of each indicator using the Analytical Hierarchy Process (AHP) method which will be used as measurement indicators in the Balanced Scorecard.*

*The results showed that the design of performance appraisal measuring instruments using the Balanced Scorecard method resulted in 15 KPIs. From the results of data processing using the AHP method, it is found that the financial perspective gets the highest weighting result with a weighting value of 38%, while the second highest weight value is obtained by the customer perspective with a weight value of 29%, then the learning and growth perspective gets a weight value of 19%. in the third order, then the internal business process perspective gets a weighted value of 14% in the fourth place.*

***Keywords: Analytic Hierarchy Process, Balanced Scorecard, Key Performance Indicator, SWOT.***