

## **ABSTRACT**

*CV Nakhoda Nusantara is a company engaged in confection. The problem that occurs in CV Nakhoda Nusantara is a decrease in income caused by several elements. Starting from the information element, the company does not have shop at marketplace, resulting in a low level of brand awareness. Machine element, there are some worn sewing that have been used for too long and there is no machine because there is one. Material element, there are material characteristics that do not match. Man Elements, the performance appraisal in the company is not optimal so that employees lack motivation to work. In the performance appraisal existing there are aspects of the assessment that are not clear and not well targeted for production employees. In addition, in the existing performance appraisal there are no guidelines in providing performance appraisals to employees which causes the assessment to be subjective. After being carried out as the root of the problem, the man element was chosen as a potential solution, namely an assessment of the production performance assessment of CV Nakhoda Nusantara. The man element is one of the important factors that will have a big impact on the company. In addition, the realization of production is also very influential on the income that will be generated by the company.*

*The purpose of this research is to design a performance appraisal based on behavior of production staff using Behaviorally Anchored Rating Scale (BARS) method. The BARS method has several stages, there are determining the main factors of performance appraisal, Critical Incident Technique (CIT), Performance Dimension, Retranslation, Scaling Incident and Final Instrument. The BARS method produces an objective, accurate, and fair performance appraisal for workers. The stages of this research started from data collection, solution design, verification, validation, and preparation of a performance appraisal template for CV Nakhoda Nusantara.*

*Based on the results of the design of the performance appraisal using the BARS method, there are five main assessment factors that affect the performance of production employees. There are responsibility, punctuality, quality, quantity, and teamwork. By using the performance appraisal this proposal can make it easier for companies to assess employees, especially in the production section.*

*Assessment with the BARS method already has the main assessment factor and has a clear scale to assess employee performance at work so that it can be carried out objectively. In addition, it can identify employee shortages that need to be corrected.*

*In implementing the results of the proposed performance appraisal design, the company must make preparations such as conducting training for appraisers to ensure that the appraisal using the proposed performance appraisal can be understood properly to avoid mistakes in making the assessment. In addition, the company must disseminate information to all employees of the production department regarding guidelines, such as indicators of the assessment carried out and the scale used for performance appraisal. In addition, the company must provide an explanation to production employees regarding the possibility of a decrease in the assessment results on the proposed performance appraisal plan caused by changes in the appraisal factor, so that employees do not worry about the decrease in value that occurs in the proposed performance appraisal with the given reward, the company needs to do adjustments to the rewards given. The company needs to give rewards to production employees after performance appraisals are carried out for two quarterly periods while employees adjust to maximize their performance.*

***Keyword: Behaviorally Anchored Rating Scale, Division of Production, Income Decrease, Performance Appraisal***