

ABSTRACT

Banija Jatu is an individual company engaged in the herbal management industry located on Jl. Ibrahim Adjie No. 16, Indihiang, Tasikmalaya City. Competition between companies requires Banija Jatu to improve its performance well to be able to compete in meeting consumer needs. Currently, the Banija Jatu Company is facing an increasing number of complaints over the past five years. Meanwhile, performance measurements only pay attention to financial aspects and are not comprehensive in overcoming these problems. Based on this, companies need a design for measuring organizational performance that is seen from four perspectives, including financial, customer, internal business processes, and learning and growth that covers both financial and non-financial aspects using the Balanced Scorecard method. The design of performance measurement itself begins by paying attention to the company's internal and external conditions through the SWOT method to formulate a strategy based on the company's vision and mission. From strategy it is reduced to strategic targets which are then formulated as Key Performance Indicators (KPI). Each level of importance is weighted for each indicator using the Analytical Hierarchy Process (AHP) method. The perspective that has the greatest weight is the customer perspective with a percentage of 48.4%. The final stage is the preparation of a performance measurement table.

Keywords: Banija Jatu Company, Performance Measurement, SWOT Analysis, Balanced Scorecard (BSC), Analytical Hierarchy Process (AHP)