

ABSTRACT

BPBD West Java Province is a government agency tasked with handling disasters in an integrated manner, so measuring its performance is very crucial. The main problem in measuring the performance of the Regional Disaster Management Agency (BPBD) of West Java Province lies in the approach that still focuses on strategic plan documents whose level of achievement is measured based on budget realization. This approach is considered unable to reflect the overall strategic achievement. The limitation of indicators that only assess output without considering internal processes and organizational capacity is an obstacle in itself. As a solution, this research designs a more strategic and integrated performance measurement system using the Balanced scorecard (BSC) approach. This method transforms the organization's vision and strategy into indicators from four main perspectives: finance, customers, internal business processes, and learning and growth. Prioritization was done using Analytical Hierarchy Process (AHP) to ensure the weight of each indicator according to its level of importance. The final design resulted in 8 strategies, 10 strategic objectives, and 18 KPIs. The customer perspective obtained the highest weight (39.77%), followed by internal business processes (36.66%), learning and growth (11.04%), and finance (8.83%). The validity of the weights is evidenced by a Consistency Ratio value of <10%. Simulation of implementation over four quarters showed significant performance improvement, from 76.79% (progressive) to 95.29% (excellent). Theoretically, this research contributes to the development of public sector performance measurement science, while practically this research can be a recommendation for BPBD West Java Province in developing a more comprehensive performance measurement system based on the Balanced Scorecard.

Keywords: Badan Penanggulangan Bencana Daerah (BPBD) Jawa Barat, *Balanced scorecard*, *Key Performance Indicator (KPI)*, *Analytical Hierarchy Process (AHP)*.