

## **ABSTRACT**

*PT Primarindo Asia Infrastructure, Tbk. is a Company engaged in the production of footwear. The company is using traditional measuring system that is only seen from the aspect of finances so non-financial aspects tend to be ignored. In fact, the financial circumstances of the company in 5 (five) year last unstable and decline. Therefore, this research was done to design and measure the company's performance management system the Balanced Scorecard method with four (4) instruments owned that is a financial perspective, the Customer Perspective, the perspective of Internal business processes, and Learning and Growth Perspective.*

*Through the Balanced Scorecard method, the vision and the strategy has been formulated is then translated in four (4) Balanced Scorecard perspectives in the form of strategic goals. Then formulated measures of the success of the strategic objectives in the form of Key Performance Indicator (KPI). KPI is then performed by comparison with the questionnaire using the weighting rules AHP. The results of the weighting in calculating using Microsoft Excel Software to test the consistency of the results of weighting and get final score weights are then normalized to obtain the total weighted KPIS. Total weighted KPI will be used for the calculation of the value of the performance and value of the achievement of performance using Objectives Matrix Method (OMAX). So that it can be done on the determination of traffic light system to categorize the KPI with the achievement of high-performance, enough, or low.*

*In the design of performance management system produced 14 KPI'S for the company. The measurement is done on 14 KPI'S that produces the value of performance namely Financial Perspectives in the amount of 26%, 8% of the customer's Perspective, the Internal business processes Perspective amounted to 16%, and the perspective of Growth and learning amounted to 14%. So the perspective with the most high-performance value, namely a financial perspective. In addition to that obtained the value of the company's overall performance reached 63% of the value of the maximum performance of 100%. Determination of the traffic light system on the KPI produces 9 KPI marked with green or the achievement of high performance, 2 KPI'S marked yellow or the achievement of its performance is quite good, and the 3 KPI'S are marked red or the achievement of its performance belongs to low.*

*The results of the measurements and the design of performance management system can be used as a benchmark company in the process of evaluation as well as improvements to improve performance in order to achieve the vision and mission of PT. Primarindo Asia Infrastructure, Tbk.*

**Keywords** : *Balanced Scorecard (BSC), Key Performance Indicator (KPI), Analytical Hierarchy Process (AHP), Traffic Light System*