

## ABSTRACT

As time goes by, many hijab producers come up in Indonesia. These companies face very tight competition among each other who produce similar products. Rapid changes in business force them to develop strategies within the company to be more able to adapt, have resilience in competition, be able to make changes in direction quickly and focus on consumers. Determining the right strategy can be done by evaluating performance. CV. XYZ does not have any performance assessment system yet until today. Therefore, it is necessary to design a performance assessment system. From the condition of CV. XYZ, the right method to use is performance prism compared to other models. Performance assessment in this research will be carried out in stages using some methods including weighting with the Analytical Hierarchy Process (AHP) to determine the priority value scale of each KPI. The design results show that there are 5 stakeholders in the CV. XYZ which includes: Owners, Employees, Suppliers, Customers, and Society. The result design of performance assessment on the CV. XYZ with Performance Prism show that obtained 69 KPI overall, 12 owner KPI, 17 employee KPI, 14 supplier KPI, 14 customer KPI, and 12 community KPI. The results of this measurement become the basis for management to evaluate and determine the improvement work plan so that the expectations of all stakeholders can be fulfilled.

Keywords : Performance Assessment, Performance Prism, AHP