

ABSTRACT

TK / RA Madinah is an educational institution that educates early childhood with a workforce of 14 people, of whom 9 are teachers. RA Madinah currently focuses on organizing early education that has 6 study groups, 2 play group study groups (3-4 years), 2 group A study groups (ages 5-6 years), 1 group B study group (age 6 -7 years). At present, RA Madinah is only focused on strategies related to financial aspects where the institution is too focused on the quality of learning even though the institution has difficulties in non-financial assessments that can be aligned with the company's vision and mission. It was found that the institution did not reach the revenue target so that the company experienced a decline in revenue growth. This is due to forecasting improper expenditure so that the institution experiences losses. For the current solution, the institution still wants to cut the costs used to minimize expenditure. The best solution is related to performance measurement methods that not only focus on financial conditions but also focus on non-financial conditions, one of them is by using the Balanced Scorecard method. Designing the Balanced Scorecard according to four perspectives, namely financial, customer, internal business processes and growth perspective and learning grouped to determine the target strategy, CSF and KPI that can influence the four perspectives in designing a performance measurement. Based on the results of the analysis that has been done using the Balanced Scorecard method, 17 strategies, 27 CSF and 27 KPI were obtained. With the AHP method for weighting calculations, weights for the first four perspectives are financial with 18%, customers with 26%, internal business processes 39% and growth and learning 17%.