

ABSTRACT

PT. Taman Wisata Lembah Hijau was founded by Mr. M. Ridwan Nasution and his wife, Mrs. Maardalena, and their children of M. Irwan Nasution and M. Erwin Nasution on August 14, 2007. The company is located at Jl. Radin Imba Kesuma Ratu, Kel. Sukadanaham, Kec. Tanjungkarang Barat, Bandarlampung. The strategic position of Lampung , as the gate from Java to Sumatra, is a reason to makes the company established.

The company was performance measurement system that can describe the company's vision and mission into a strategic step to develop the company itself. Therefore, this research will measure the performance PT. Taman Wisata Lembah Hijau that can integrate all aspects of the company owned by the *Balanced Scorecard* method. Measurement of performance , with the *Balanced Scorecard* method based on four perspectives namely Financial Perspective, Customer Perspective, Internal Business Process Perspective, makes the company's objective can be reached effectively.

Measurement PT. Taman Wisata Lembah Hijau begins with the explanation of vision, mission, and strategy into the company's strategic goals, key success factors, and indicators of success. Then proceed with the process of weighting by the method of *Analytical Hierarchy Process (AHP)* to end with a performance measurement / performance PT. Taman Wisata Lembah Hijau. Performance measurement / performance PT. Taman Wisata Lembah Hijau produced 17 indicators of success.

The amount of influence determined indicators of success on the magnitude of the company as a whole for the year 2008 of **3.83033** and achieve **good** category.

Key words : *Balanced Scorecard, Analytical Hierarchy Process (AHP)*