

## **ABSTRACT**

*Nowadays, the competition among companies are getting tighter especially in means of technology more specifically, the technology utilized to provide telecommunication tower. It represents the growth of telecommunication tower in Indonesia. This business opportunity also attracts numbers of foreign companies to compete with local ones, in which the local companies need to improve their competency through implementing appropriate strategies to beat the competition.*

*This final project discusses the means of performance management that are implemented at PT Dayamitra Telekomunikasi (Mitratel), who focuses on providing telecommunication towers, by using the Balanced Scorecard approach and AHP as a tool.*

*Balanced Scorecard is able to translate a company's vision, mission, and strategy to become strategic aegis and strategic objective to all division, department, even the personnel until the operational level. AHP was used to apply the hierarchial weights.*

*The outcome of this research will take form of a proposed Balanced Scorecard design and draft of strategies and action plans. The proposed strategies could help the company to achieve its goals. The general final result of performance measurement is 4,1509 which is very good.*

*Key Words: Balanced Scorecard, AHP, strategic management , performance measurement*