

## ABSTRACT

PT. Samudera Industri is a company which become semi-finished goods and finished goods for another garment industry or cottage industry. In globalization era which is supported by the rapid technology developments, relentless innovation, and knowledge development. Companies prosecuted to compete each other to be the best one. Well as PT. Samudera Industri required to produce financial wealth optimally, and provide the best services for customers. To realizing that initiative, company needs performance measurements that can evaluate company performance accurately and comprehensive.

Until now PT .Samudera Industri measuring performance just based on financial aspect. That measurement have not provided overall aspect assessment in the company. Therefore, in this final project doing company performance measurement using Balanced Scorecard method. This method measure company performance based on four aspects include financial, customer, internal business process, and growth and learning.

Performance measurement of PT.Samudera Industri is began by breaking down vision, mission and strategy into the company's strategic objectives, critical success factors and indicators of success. The next pocess is weight accounting by using Analytical Hierarchy Process (AHP), then do the measurement of company performance. This performance measurement results in 14 indicators of success that influence the success of the company's performance. How far each indicator of success can give its affect to company's performance is depend on its weight in AHP calculation. The whole performance measurement is done by counting the score of each perspective. The final result of PT.Samudera Industri overall performance is 4.309 with a good rating category.

*Keyword* : Balanced Scorecard, Analytical Hierarchy Process (AHP), Performance Measurement, Success Indicator.