ABSTRACT

PT Cyberlabs is one of the technology companies that focuses on developing several technology solutions that are related to busines. With the age of companies that are still relatively young, companies must have a strategy in improving the performance both of external and internal competing. To improve internal performance, needed improvement in corporate performance, one of the process is by designing performance management. Based on the observation, the company currently only performs just finance and employees performance measurement, and this measurement is only used as database by the company, and the measurement can't answer company's need on reaching vission and mission in strong competition. Therefore, company needs to improve their performance using Balanced Scorecard method.To get proposal performance measurement, first stages are designing strategy based on SWOT analysis. Then, design the Critical Success Factors to reach the strategic objectives. To measuring the factors, developing Key Performance Indicator as measurement indicator. To learn about linkages from each variable, can arranged from Strategy Map. Then, weighting using Analytical Hierarchy Process method, and scoring system using Traffic Light System to tested the 2016 performance measurement tool. Based on the results of data processing, there are 7 strategic targets from SWOT analysis, 13 Critical Success Factors, and 16 Key Performance Indicator. The highest weights were in the customer perspective of 36.41%, financial perspective 24.13%, growth and learning perspective 23.61%, and internal business processes perspective 15.85%. And for the scoring result using Traffic Light System, there are 9 Key Performance Indicator in green category, 6 Key Performance Indicator of yellow category, and 3 Key Performance Indicator of red category.

Keywords : *Performance measurement, Balanced Scorecard, Critical Success Factor, Key Performance Indicator, Analytical Hierarchy Process* (AHP), *Traffic Light System.*