

ABSTRACT

Pasar Greeneration which is a business unit of PT. Greeneration that focuses on environmental solutions business is a business that provides souvenir needs that focus on supporting environmentally friendly lifestyle products to lead to a sustainable process of consumption and production. The Pasar Greeneration only measures the company's performance by only paying attention to the financial aspects. Therefore, performance measurement is needed to increase the strength of the company's performance by using the balanced scorecard method, this method is chosen because the purpose of a company is not only seen from the financial side, but further elaboration in measurement on customer perspective, internal business processes, and growth and development. To achieve the proposed performance measurement system, it starts with developing a strategy based on SWOT analysis, after getting the strategy design grouped into performance measurement variables using the Key performance indicator as a measurement indicator. To see the interrelationship of each variable, it is done by compiling a strategic map or Strategy Map. The next stage is weighting using the Analytical Hierarchy Process (AHP) method. The final result of this final project is to determine the strategy based on the company's vision and mission, to determine performance indicators. The weight of each indicator based on AHP calculation is 34% for financial perspective, 41% on customer perspective, 10% for internal business process perspective, and 15% for learning and growth perspective.

Keywords: Performance Measurement, Balanced Scorecard, Key Performance Indicator, Analytical Hierarchy Process(AHP)