

## **ABSTRACT**

SMASH.ID is one of the digital startups that provides applications to connect garbage banks, customers and the government. SMASH.ID in 2018 is not maximal in achieving its targets. This is because the strategy used is considered to be less effective. The purpose of this study was to find out how the performance of SMASH.ID digital startup in 4 balanced scorecard perspectives. The method used in processing data in this study was the Analytical Hierarchy Process (AHP). The data used in this study are primary data and secondary data. From the results of weighting shows that the most influential perspective is the customer's perspective with a percentage of 27%. The assessment carried out using BSC shows that the performance of SMASH.ID is included in the good category, with a rating scale of 72%.

**Keywords:** Startup, Strategy, Balanced Scorecard, Analytical Hierarchy Process (AHP)