

ABSTRACT

UKM (Student Activity Unit) is a student organization that runs with its respective objectives and scope starting from the academic to non-academic fields. Currently, the UKM at Telkom university does not yet have a clear enough performance appraisal system. Thus, it causes confusion and affects the assessment of the Directorate of Student Management for each UKM. Therefore, it is necessary to make measuring instruments that are in line with the vision and mission of Telkom University.

*This study uses the **Balanced Scorecard Method** and weighting using the **Analytical Hierarchy Process**, this is based on the derivation of performance management at Telkom University which is passed down through YPT to the directorate and faculty levels using BSC and there has been no reduction with a similar method. The use of AHP is based on the use of hierarchy in the BSC method.*

This study aims to measure organizational performance. The final result of this final project is to determine a strategy based on the vision and mission of the University, to determine performance indicators. The weight of each indicator for the financial perspective is 10%, the customer perspective is 35%, the internal business process perspective is 22%, the learning and growth perspective is 32%. The highest weight score is the customer perspective.

*Keywords: **Balanced Scorecard (BSC)**, **Analytical Hierarchy Process (AHP)**, **Performance Management***