

## ***ABSTRACT***

*Fabelio uses Objective and Key Result (OKR) to measure company performance. In the implementation of OKR which is used to measure company performance, the predetermined key results have not been achieved. Some of the specified Key Results have a very low contribution to the objective being set and are too high to achieve. This causes the company's target not to be achieved. This final project is designing OKR with key results that can support company targets, so that the implementation of OKR for fabelio can help achieve company targets. This final project uses the OKR framework to design an evaluation of company performance measurements. The OKR framework used consists of four stages. In the first stage, namely evaluating the existing OKR, the evaluation is carried out with a matrix of evaluation criteria with criteria of relevance and efficiency. The second stage is setting objectives, objectives are set based on predetermined company targets. The third stage is to determine the Key Results, the determination of the key results is carried out with reference to the previously set objectives, so that the key results can support the achievement of these objectives. The last stage is to determine the Initiative, which aims to determine the sequence of actions that need to be carried out in achieving a key result. This initiative determination is one of the differences in the results of the proposed design with the existing objective key results used by the company. The OKR evaluation process carried out resulted in a proposed OKR design with three objectives, namely generating sufficient requests through channels owned with 3 key results, improving customer experience with 3 key results, and increasing conversion rates from websites with 3 key results.*

***Keywords : Performance Management, Objective and Key Results***