

ABSTRACT

PT Laskar Teknologi Mulia is a Software House company headquartered in Bandung. PT Laskar Teknologi Mulia was founded in 2014 and already has as many as 500 business portfolios. However, this number is still less than its competitors which have reached 1,000 business portfolios. To be able to win the competition, PT Laskar Teknologi Mulia must have a Company Performance Assessment System that is used to monitor company performance, whether the company is in good or bad condition. This final Project was made to analyze the SWOT of PT Laskar Teknologi Mulia and design a system for measuring company performance using the Balanced Scorecard approach at PT Laskar Teknologi Mulia.

The results of this study are strategies from the company's SWOT analysis, namely Turn Around. This strategy is in quadrant 2 and means that companies must take advantage of existing external opportunities to cover internal shortcomings. After the SWOT analysis is obtained, the next step is to develop a company performance appraisal system. The first step is to make a TOWS analysis from a SWOT analysis, then from the TOWS analysis Strategic Objective is obtained. The next step is to create a strategy map, then determine the KPI for each strategic objective and the result is 16 KPI. Then look for weights from perspective and Strategic Objective using AHP Calculations. After weighting on each perspective, it is found that the perspective of the process of growth and learning is perspective with the greatest weight with a value of 0.47. In addition, it also looks for the weights of each KPI. Then the next step is to compile a performance measurement table.

Keyword: Company Performance Assessment, KPI, SWOT Analysis, and BSC