

ABSTRACT

CV.Jiggy Sentosa is one of companies that engaged in event organizer sector especially in brand activation execution. Brand activation is promotion activity with held an event that purpose for increasing brand awareness,increasing sales or introducing a new product. In the second year, company wants to measure the performance of company and be expected to be a future business strategy.

Today CV.Jiggy Sentosa during 2 years established , company is never measure the performance of company itself . Therefore, researcher that the one of company stakeholder wants to measuring performance using Balanced Scorecard method. Selecting for this method is because Balanced Scorecard not only measure in financial perspective, however this method can integrated with whole aspects that related in company such as financial perspective, customer perspective, internal business process perspective and learning and growth perspective.

Measuring performance in CV.Jiggy Sentosa started with elaboration the vision and mission company into strategic objectives, key factor and work indicator then processing the data using Analytical Hierarchy Process (AHP). After processing data using AHP , the next step is measure the performance with comparing the realization and target that company setting. The final score of performance measurement is 3,5394 with a suffice rating category. After knowing the result from each perspective , researcher mapped the result into SWOT analysis to know company Strengths, Weakness, Opportunities and Threats. Furthermore to convey the result, researcher performing analysis based on result measurement performance, SWOT analysis and brainstorming with key person into recommendation and action plan for implementing to create improvement in company.

Keywords : Performance Measurement System , Balanced Scorecard, Analytical Hierarchy Process (AHP), SWOT Analysis