

ABSTRAC

PT.Kurnia Baru is a company engaged in wood manufacturing. The company established in 1980 and the old players in the wood industry. PT. Kurnia Baru has been using traditionally performance measurement system with only look the profitability as an indicator. So, the company has difficult for to identify the causes or issues a decline in the performance. The purpose of this study is to determine and identify Performance Key Indicators (KPI) in each perspective and develop a strategy map in order to facilitate the measurement of the performance of the company

To be able to determine the size of the Company's performance from various perspectives then performed using the Balanced Scorecard performance measurement that includes four perspectives. Financial perspective which includes increasing profits. From the perspective of customers that include customer satisfaction, increase customer and also increase customer loyalty. Internal Business Perspective includes improving the quality and efficiency of service and product inventory, also from the perspective of learning and growth include increased employee satisfaction and competence.

Condition of the company in the year 2011 - 2013 recorded a decline. From the year 2011 recorded a value of 2.355799, but decreased significantly to 2.273575. However, in 2013 the company has improved the performance so increased to 2.28353, but not to exceed the performance achieved in 2011.

Keywords: Measurement, Balanced Scorecard, Perspective, KPI