

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi kebutuhan *stakeholder*, strategi, proses, kapabilitas dan kontribusi *stakeholder* di perusahaan jasa sablon HAS Printing dalam kerangka kerja pengukuran *Performance Prism*, mengidentifikasi *Key Performance Indicators (KPI)* di perusahaan jasa sablon HAS Printing, mengetahui kinerja perusahaan jasa sablon HAS Printing.

Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi kasus. Pengukuran kinerja dalam penelitian ini juga didukung oleh beberapa metode antara lain pembobotan dengan *Analytic Hierachy Process (AHP)* untuk mengetahui skala nilai prioritas setiap KPI, *Scoring System* dengan metode *Objectives Matrix (OMAX)* dan *Traffic Light System* untuk mengetahui nilai indeks total perusahaan pada tingkat korporasi dan kategori dari indeks tersebut.

Kata kunci: Pengukuran Kinerja, *Performance Prism*, *Stakeholder*, *Key Performance Indicator*.

ABSTRACT

This study aims to identify stakeholder needs, strategies, processes, capabilities and stakeholder contribution in screen printing service company HAS Printing in Performance Prism measurement framework, identify Key Performance Indicators (KPI) in screen printing service company HAS Printing, know the performance of screen printing service company HAS Printing.

This research was qualitative research with study case approach. Performance measurement in this study is also supported by several methods such as weighting by Hierachy Analytic Process (AHP) to determine the scale of priority value of each KPI, Scoring System Objectives Matrix method (OMAX) and Traffic Light System to determine the total index value of the company on corporate tingat and categories of the index.

Keywords: Performance Measurement, Performance Prism, stakeholder, Key Performance Indicator.