

ABSTRACT

PT Bhineka Karya Nusantara faces challenges in monitoring the company's performance in real time. The company currently uses spreadsheets to store company data for performance tracking. Each division must manually input company data and submit it to management. The data entered includes AngsuranDp, DataKlien, DataProyek, Konsumen, LegalCluster, LegalitasKavling, ListCluster, Sarpras, and Subcontractors. Additionally, the company establishes Key Performance Indicators (KPIs) based on direct interviews with the management of PT Bhineka Karya Nusantara. The company's KPIs include monitoring the number of potential buyers handled by the marketing division, analyzing the difference between revenue and project operational costs, and comparing planned budgets with actual project expenses managed by the finance division. It also involves tracking the progress of legal document completion handled by the legal division and ensuring that projects adhere to the schedule and quality standards set by the technical division. This research employs the ICONIX Process method. The application is developed using the Laravel framework with PHP and HTML for the front end and JavaScript for the back end. The database used to store the necessary data is built with MySQL. The outcome of this research is a web-based monitoring application that provides information on company performance by tracking each division's progress through interactive data visualization. With this system, PT Bhineka Karya Nusantara can monitor company performance, analyze progress, and make informed decisions to ensure the company's KPIs are achieved.

Keywords : *ICONIX Process*, Monitoring System, Key Performance Indicator (KPI), Laravel Framework, *Website*