The increase and improvement of performance is the essential matter which should be done by MB-IPB in order to be excellent and competitive. Balanced Scorecard is the method which is relevant as the exact measuring tool and can be controlled by the management party. This study aims at analyzing the strategic objectives in measuring the performance by using the method of Balanced Scorecard at MB-IPB, analyzing the factors which become the Key Performance Indicators in measuring the performance by using the method of Balanced Scorecard at MB-IPB, determining the target and strategic initiative to reach the strategic objectives of MB-IPB by using the four perspectives approach which is in the Balanced Scorecard, determining the perspective priority and strategic objectives of Balanced Scorecard by using the method of Analytic Network Process, and preparing the strategic map of MB-IPB by identifying the strategic objectives in every perspective of Balanced Scorecard. This study uses the primary and secondary data. The primary data are obtained by direct interview and by using questionnaire, while the secondary data are obtained through the study of literature and document of MB-IPB. The quantitative analysis is conducted for determining the priority of strategic objectives and the perspective in the Balanced Scorecard with the method of Analytic Network Process (ANP) by using the software of Super Decision 2.0 version. Based on this study, MB-IPB determines fifteen strategic targets; four strategic objectives in the customer perspective, four strategic objectives in the perspective of internal process, three strategic objectives in the perspective of learning and growth, and four strategic objectives in the financial perspective. From the analysis result of ANP, the customer perspective has the highest importance with the value of 0.385. In the second priority, it is the perspective of internal process with the value of 0.229. The third and fourth priorities are the perspective of growth and learning with the value of 0.216 and the financial perspective with the value of 0.170. The analysis result of ANP also shows that in relation to the model of strategic map in Balanced Scorecard at MB-IPB is the feedback and the dependence phenomenon within and outside the clusters.