

## **ABSTRACT**

*Department of Cooperatives SMEs Industry and Trade Majalengka District has the same vision that the realization of cooperatives and SMEs become the main actors in the populist economy. But in reality the service has no performance appraisal for SMEs so the service can not manage SMEs well. The research is to design performance measurement of SME by using Balanced Scorecard method. The balanced scorecard performance measurement consists of four perspectives: financial perspective, customer perspective, internal business perspective, and learning and growth perspective. Stages of completion is done to determine the target strategy berdasarakan vision mission and after the target strategy obtained then it will get performance indicators. Once the performance indicators are known then perform weighting calculations to find out which indicators are more important. After doing the weighting calculation found that financial perspective get value 21.1%, customer perspective 22.2%, internal business perspective 37.9%, learning and growth perspective 19%. The internal business perspective has the highest meanings is that the internal business perspective is more important than other perspectives.*

*Keywords: Performance Indicators, SME and Balanced Scorecard*