

ABSTRACT

The Balanced Scorecard helps organizations deal with two fundamental problems, namely measuring organizational performance effectively and implementing strategies successfully. Traditionally, measurement of business revolves around the measurement of financial perspective. Measurement of performance using the Balanced Scorecard method uses four perspectives, namely financial perspective, customer perspective, internal business process perspective, and learning and growth perspective.

The aim to be achieved from this research is to identify and analyze the results of performance measurement in order to produce a comprehensive strategy with the Balanced Scorecard (BSC) method. This BSC method is a work measurement method that seeks to translate the organization's mission and strategy into four measurement perspectives. The results of the identification and measurement of the Cooperative will be a benchmark for benchmarks and drivers of performance as well as pilot cooperatives for other cooperatives.

Keywords: Balanced Scorecard, Cooperative, Financial Perspective, Customer Perspectives, Internal Business Perspective, Learning and Growth Perspective.

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