

## ABSTRACT

This research is qualitative research with a case study approach, entitled “Performance Evaluation of Peternak Satria (PESAT) Cooperative of Banyumas Regency Using The Balanced Scorecard Framework”. The research objectives in this research are (1) to know the performance of the PESAT Cooperative if it is measured by the balanced scorecard framework, and (2) to know the evaluation of the PESAT Cooperative if it is measured by balanced scorecard framework.

The informants in this research are the organizers and active members of PESAT Cooperative. The number of informants in this research is 8 people consist of 5 people from the organizers and 3 people from active members. This research used primary and secondary data. The data is collected through observations, interviews, and document study to examine, analyze, and find out in-depth related to research problems.

The data analysis techniques used consisted of data analysis before in the field using articles, journals, and books on performance measurement using the BSC framework; data analysis in the field by reducing data using keywords and presenting data using trend analysis graphs; and conclusion drawing.

Based on the result of research, the measurement and evaluation of the PESAT Cooperative’s performance using the BSC framework is “sufficient” with a score of 0,7. PESAT Cooperative performance in financial perspective and learning and growth perspective is superior to internal business process perspective and customer perspective.

The implication in this research is the PESAT Cooperative needs to implement performance measurement and evaluation using the BSC framework. Thus, the success of the PESAT Cooperative can be measured carefully and to determine the development of performance values in the future in a sustainable manner. Then the organizers and members of the PESAT Cooperative should pay more attention to the vision and mission to achieve common goals and promote good teamwork.

**Keywords:** Performance evaluation, Performance measurement, Balanced Scorecard, Financial perspective, Customer perspective, Internal business process perspective, Learning and growth perspective.