



INTISARI

Kinerja perusahaan perlu diketahui sebagai upaya evaluasi dan peningkatan kinerja dari berbagai perspektif yang dibutuhkan oleh perusahaan. Tujuan dari penelitian ini adalah mengukur dan mengidentifikasi (1) kinerja perspektif keuangan, (2) kinerja perspektif pelanggan, (3) kinerja perspektif proses bisnis internal, (4) kinerja perspektif pembelajaran dan pertumbuhan, dan (5) kinerja seluruh perspektif perusahaan. Penelitian dilakukan pada Kandang B Farm Banjar Negeri PT. Sinar Ternak Sejahtera untuk empat siklus hidup ayam pada rentang waktu tahun 2021-2022. Penelitian menggunakan metode *Balanced Scorecard* melalui empat perspektif yang digunakan yaitu perspektif keuangan, pelanggan, proses bisnis internal, dan pembelajaran dan pertumbuhan. Hasil identifikasi menunjukkan bahwa (1) kinerja keuangan sebesar 90,78%, (2) kinerja pelanggan sebesar 105,36%, (3) kinerja proses bisnis internal sebesar 108,49%, (4) kinerja pembelajaran dan pertumbuhan sebesar 103,97%, dan (5) kinerja total perusahaan sebesar 101,020% yang tergolong sangat sehat dengan kriteria AAA.

Kata kunci: *Balanced Scorecard*, perspektif, dan kinerja

ABSTRACT

Performance of a corporation needs to be understood as a take steps to evaluate and improve performance from multiple perspectives necessary by the company. This study objective was to measure and evaluate the performance of five different perspectives: (1) the financial perspective, (2) the customer perspective, (3) the internal business process perspective, (4) the learning and growth perspective, and (5) the performance of the whole business. The research took place out in 2021–2022, for the four life cycles of chickens, at B Farm Banjar Negeri Cages of PT. Sinar Ternak Sejahtera. This research uses the Balanced Scorecard method through the four perspectives used, namely the perspective of finance, customers, internal business processes, and learning and growth. The identification results highlight that (1) financial performance is 90.78%, (2) customer performance is 105.36%, (3) internal business process performance is 108.49%, (4) learning and growth performance is 103.97%, and (5) the company's overall performance is 101.020%, which is classified as very healthy with AAA criteria.

Keywords: Balanced Scorecard, perspective, and performance