

ABSTRACT

Lutfi Muhammad. , 2013. Thesis. Title "The Fundamental Analysis of the Company as Company's Performance Measurement Methods (Study on PT. Ades Waters Indonesia Tbk. Years 2007-2011)"

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The fundamental analysis explained that the investor could do an analysis based on the company's performance. The analysis is primarily included the factors which gave information about the company's performance such as management ability in managing the company's operational activity, the company's business prospect in the future, and financial performance aspect. Those aspect were represented by financial ratios which were considere capable to describe the company's operation or company's fundamental aspect within the business world competition extensively. The measurement of financial performance was usually the center of attention of the investor or financial analyzer. PT. Ades Waters Indonesia Tbk. was one of the companies listed in Bursa Efek Indonesia (BEI) which experienced a loss in 2007 and 2008 because of a big debt. However, this company could earn a profit in 2009 up to 2011 although it had a similar amount of debt. This research aimed to describe the performance of PT. Ades Waters Indonesia Tbk. in 2007-2011 with the company's fundamental analysis as the employed analysis method.

This research used a qualitative descriptive method. This research described the performance of PT. Ades Waters Indonesia Tbk. i 2007-2011. Therefore, some steps were done such as carried out the data collection through documentation, the company's fundamental analysis using ratio analysis, the company's performance analysis with time series and cross section approach, data presentation and conclusion.

The result showed that the current ratio increased from 2007 until 2009, but it decreased in 2010 until 2011. The debt to equity ratio was unstable in every year. The gross profit margin showed the improved result which always increased from 2007 until 2011. The operating profit margin increased from 2007-2010 but decreased in 2011. The net profit margin increased 2007-2010 but decreased in 2011. ROA (Return on Asset) increased from 2007 until 2009 but decreased in 2010 until 2011. ROE (Return on Equity) increased from 2007 until 2010 but decreased in 2011. EPS (Earning Per Share) increased from 2007 until 2010 but decreased in 2011. PER (Price Earning Ratio) was not stable, there were up and downs every year.