

ABSTRAK

Pandemi Covid-19 menjadi tantangan baru bagi perusahaan untuk mempertahankan kinerja perusahaan. Dibutuhkannya investor untuk memajukan usaha menjadi kunci perusahaan harus mempertahankan dan meningkatkan kinerjanya untuk menghadapi pandemi tersebut. Salah satu sektor yang ingin penulis amati adalah sektor dasar dan kimia khususnya sub sektor keramik, porselen, dan kaca. Penulis memilih objek penulisan yaitu PT Mark Dynamics Indonesia Tbk. Tujuan penulisan untuk mengetahui kinerja perusahaan melalui analisis rasio keuangan perusahaan untuk tahun 2018, 2019, dan 2020. Selain itu, penulis membandingkan rasio keuangan perusahaan dengan rata-rata industri dalam sektor yang sama dan menganalisis dampak pandemi Covid-19 pada kinerja PT Mark Dynamics Indonesia. Ruang lingkup penulisan Karya Tulis Tugas Akhir menggunakan analisis rasio keuangan yaitu rasio likuiditas, rasio solvabilitas, rasio profitabilitas, rasio efisiensi manajemen aset, dan rasio nilai pasar. Hasil penelitian menunjukkan kinerja PT Mark Dynamics Indonesia Tbk mengalami penurunan jika dibandingkan dengan sebelum pandemi terjadi, tetapi jika dibandingkan dengan rata-rata industri PT Mark Dynamics Indonesia memiliki kinerja cukup baik. Dari kelima rasio tersebut, hanya rasio profitabilitas yang nilainya baik selama pandemi yang artinya perusahaan dapat mempertahankan tingkat laba dengan baik.

Kata kunci: rasio likuiditas, rasio solvabilitas, rasio profitabilitas, rasio efisiensi manajemen aset, rasio profitabilitas, PT Mark Dynamics Indonesia Tbk

ABSTRACT

The Covid-19 pandemic is a new problem that companies must deal with to keep their performance up. To keep and improve its performance in the face of the pandemic, the company needs investors to move the business forward. The basic and chemical sector, especially the ceramic, porcelain, and glass sub-sector, is one that the author wants to look at. The author decides what to write about, which is PT Mark Dynamics Indonesia Tbk. The goal of this paper is to figure out how well the company is doing by analyzing its financial ratios for 2018, 2019, and 2020. The author also compares the company's financial ratios to the averages for the same industry and looks at how the Covid-19 pandemic affected PT Mark Dynamics Indonesia's performance. Analysis of financial ratios, such as liquidity ratios, solvency ratios, profitability ratios, asset management efficiency ratios, and market value ratios, is used to write this Final Project. The results show that PT Mark Dynamics Indonesia Tbk isn't doing as well as it was before the pandemic. However, compared to the average in the industry, PT Mark Dynamics Indonesia is doing pretty well. During the pandemic, only the profitability ratio has a good value. This means that the company can keep making a good amount of money.

Keywords: liquidity ratio, solvency ratio, profitability ratio, asset management efficiency ratio, profitability ratio, PT Mark Dynamics Indonesia Tbk