

## ABSTRACT

PT Telkomsel as the market leader in mobile telecommunications industry in Indonesia is required to maintain and improve company performance. Therefore, assessment of corporate performance should be conducted. This study focuses on assessing the financial performance of companies with Du-Pont analysis method that can be done based on the analysis of corporate financial reports as the most important media to assess the achievements and economic condition of a company each year.

Du-Pont Method of Analysis applied to PT Telkomsel through the period of 2004-2008 financial statements showing the financial performance of companies which tend to increase. ROI and ROE decline in value occurs only in years 2006 and 2008. Company's gross profit actually increased, but after accumulated by expense / income etc. and the total tax, corporate income looks quite volatile especially in the year 2008. This is due to the higher operating expenses in the company, and heavily influenced by the increase in corporate debt as a result of decrease in the rupiah against foreign currencies. Rupiah exchange rate against USD and Euro in the year 2008 soared to USD. 10.950 / USD and USD 15.433 / Euros from the previous year. But overall, PT Telkomsel showed a very good financial performance each year and always be above its competitor companies.

To maintain and continue to enhance shareholder value through increased ROE(*Return On Equity*), the company should make some improvements in financial performance. Improvements such as by reducing the fixed assets that are not productive for the amount of depreciation can be minimized so that the operating income generated can be greater. Companies can also continue to increase their income by mastering more market share to generate revenue even greater. This is to overcome the high cost of goods, and also to avoid the fluctuation of the rupiah against the U.S. Dollar and Euro. Although the company's revenue is always high, it will not help much if the rupiah against the U.S. Dollar and the Euro weakened drastically. Companies are also expected to reduce dependence on the loan, especially in the form of foreign currency.

To facilitate companies in making decisions related to improving its financial performance, this study is equipped with information systems decision-making based on analysis method of Du-Pont. Hope this research can help PT Telkomsel in determining its financial performance and policies to help all parties.

Keywords: performance, financial, Du-Pont, ROI, ROE, information systems.