

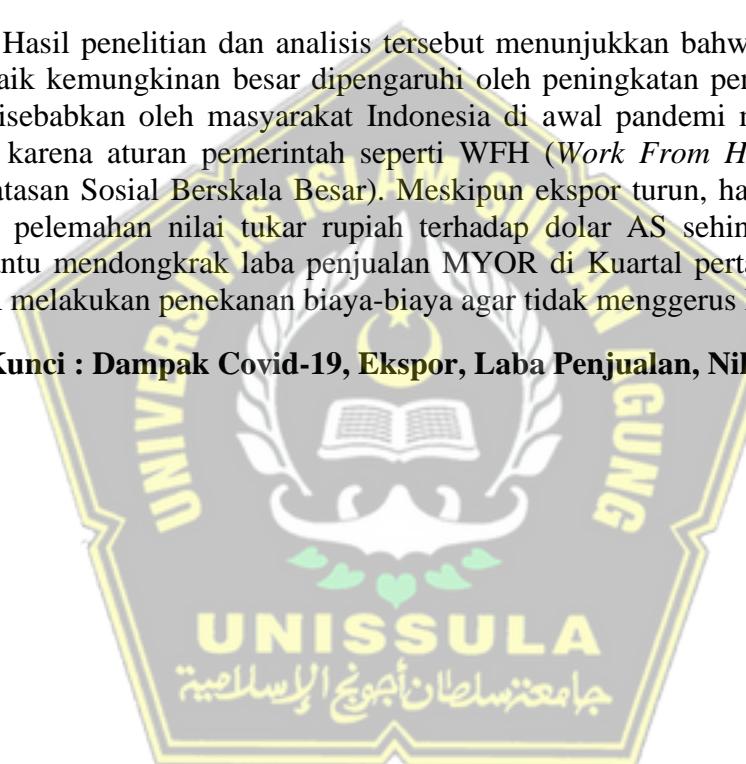
ABSTRAK

Tugas Akhir ini bertujuan untuk menganalisis sebab akibat yang ditimbulkan dari adanya pandemi Covid-19, terkhusus yang terjadi pada PT Mayora Indah Tbk. Perusahaan ini berkode emiten saham MYOR.

Data yang digunakan untuk Tugas Akhir ini diperoleh dari analisis laporan keuagan PT Mayora Indah Tbk dan penelitian berita-berita terbaru PT Mayora Indah Tbk dengan topik terkait. Data-data yang diperoleh kemudian dilakukan analisis dengan beberapa metode yaitu dengan analisis rasio serta dengan metode analisis trend. Selain itu, penelitian ini di analisis dengan pendekatan nilai tukar dan nilai ekspor.

Hasil penelitian dan analisis tersebut menunjukkan bahwa laba penjualan yang naik kemungkinan besar dipengaruhi oleh peningkatan penjualan domestik yang disebabkan oleh masyarakat Indonesia di awal pandemi melakukan *panic buying* karena aturan pemerintah seperti WFH (*Work From Home*) dan PSBB (Pembatasan Sosial Berskala Besar). Meskipun ekspor turun, hal ini juga diikuti dengan pelemahan nilai tukar rupiah terhadap dolar AS sehingga selisih kurs membantu mendongkrak laba penjualan MYOR di Kuartal pertama tahun 2020. MYOR melakukan penekanan biaya-biaya agar tidak menggerus laba.

Kata Kunci : Dampak Covid-19, Ekspor, Laba Penjualan, Nilai Tukar.



ABSTRACT

This final project aims to analyze the causes and effects arising from the Covid-19 pandemic, especially what happened to PT Mayora Indah Tbk. This company is coded MYOR stock issuer.

The data used for this Final Project were obtained from the analysis of the statements financial of PT Mayora Indah Tbk and research on the latest news of PT Mayora Indah Tbk with related topics. The data obtained were analyzed using several methods, namely the ratio analysis as well as with trend analysis methods. In addition, this research is analyzed using the exchange rate and export value approaches.

The results of this research and analysis show that the increased sales profit is most likely influenced by the increase in domestic sales caused by the people Indonesian at the beginning of the pandemic, they carried out *panic buying* because government regulations such as WFH (*Work From Home*) and PSBB (Large-scale Social Restrictions). Even though exports fell, this was also followed by a weakening of the rupiah exchange rate against the US dollar so that the exchange rate difference helped boost MYOR's sales profit in the first quarter of 2020. MYOR emphasized costs so that profits were not eroded. by these costs.

Keywords: Impact of Covid-19, Exports, Sales Profits, Exchange Rates.

