

FINANCIAL RATIO ANALYSIS AS A TOOL FOR MEASURING THE  
COMPANY'S PERFORMANCE IN THE COSMETIC INDUSTRY ARE  
LISTED IN THE INDONESIA STOCK EXCHANGE (IDX)

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*ABSTRACT*

*The capital market is one of the options to make investments, and the level of health is one of the company's consideration before investing. by sebabperlu there is an analysis of the financial statements of the company. Because by doing an analysis of the financial statements and an understanding of the company's financial condition will be better. The financial statements used in the analysis of the ratio in General is the balance sheet and income statement.*

*This thesis is made to know the performance of the company's cosmetic industry registered in the performance comparison between BEI and cosmetic companies registered in BEi during the period 2007 to 2012. And from the results of research it can be concluded that the results of the analysis of the company's liquidity ratio the cosmetic industry throughout the years 2007 to 2012 on average less well, the results of the analysis of Solvency ratio (leverage) the cosmetic industry throughout the company in 2007 up to 2012, the average ratio of Profitability analysis results and activity of PT Unilever Indonesia, Tbk. has the best performance compared to the other.*

*Key words : Measurement of financial performance, liquidity ratio,  
Solvency ratio,profitability ratio, activity ratio*

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