

### **ABSTRACT**

*Before making an investment valuations should be done first in order to minimize losses. This research to analyze the positioning industry by using Porter Five Forces Model, to determine the choice of strategies for making development by using Strength, Weakness, Opportunities, Threats analysis (SWOT), and price stock valuation by using Discounted Cash Flow metode (DCF). This research is conducted fertilizer company in Indonesian by using description with combination qualitatief. Five Porters analysis result reveal that the opportunities ammonia industry are quite competitive with Middle value. The result SWOT ammonia industry is in Strength Threath (ST), with marketing strategy by using strength to benefit and increased trade barriers or existing challenges option with tactical strategy. The result showed for issuer's share price PT XYZ with Discounted Cash Flow Method (DCF) USD16,54.*

*Keywords: Porter Five Forces, SWOT, Discounted Cash Flow.*



## ABSTRAK

Sebelum melakukan investasi sebaiknya dilakukan penilaian harga wajar atas saham untuk meminimalkan kerugian. Penelitian ini bertujuan melakukan analisis industri amoniak dengan menggunakan Porter Five Forces Model, menentukan strategi pengembangan pemasaran dengan analisis *Strength, Weakness, Opportunities, Threats* (SWOT), dan penilaian harga wajar saham dengan metode Discounted Cash Flow (DCF). Penelitian ini dilakukan pada perusahaan pupuk di Indonesia menggunakan metode penelitian deskriptif dengan mengkombinasikan pendekatan kualitatif. Hasil penelitian analisis Five Porter dinilai industri amoniak masih cukup kompetitif dengan nilai Middle. Hasil analisis SWOT menunjukkan industri amoniak pada *Strength Threat* (ST), yang dapat diterapkan strategi pemasaran agresif menggunakan kekuatan untuk memanfaatkan tantangan yang ada dengan memperbanyak ragam strategi taktis. Hasil analisis menunjukkan harga wajar saham PT XYZ dengan metode DCF USD16,54 per lembar saham.

Kata Kunci: *Porter Five Forces, SWOT, Discounted Cash Flow*

