

## **ANALYSIS OF THE DEVELOPMENT AND FINANCIAL PERFORMANCE OF PT UNILEVER INDONESIA TBK IN THE LAST FIVE YEARS**

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### **Abstract**

The Research This analyze development and performance finances of PT Unilever Indonesia Tbk in five years last. As A company operating in the fast moving consumer goods (FMCG) sector, Unilever is facing change behavior consumers, pressure global economy, as well as impact recovery post-pandemic. Research use method descriptive with approach studies library through report annual report finance, and literature supporters. Research results show that Unilever is capable maintain stability business although profitability experience fluctuations consequence increase cost production. Liquidity company still strong Because efficiency operational and strengthening digital strategy. In overall, Unilever pointed out resilience through strategy adaptation, strength brand, as well as commitment to sustainability.

**Keywords: FMCG, finance company, performance business, digital strategy, Unilever Indonesia.**

### **INTRODUCTION**

The Fast Moving Consumer Goods (FMCG) industry is one of the sectors that have role strategic in the Indonesian economy because products produced related direct with need daily society. Characteristics main industry This is level rotation fast product, relatively high demand stable, and very tight competition. One of the The largest and most dominant FMCG company in Indonesia is PT Unilever Indonesia Tbk. In five years lastly, the environment business experience change significant consequence COVID-19 pandemic, fluctuations global economy, increase price material standard, and acceleration digital transformation. Conditions the give challenge for FMCG companies, including Unilever Indonesia, both from side operational and finance. Although Unilever is known own strong brands and networks wide distribution, pressure on profit margins and structure finance still become issues that need to be addressed analyzed in a way deep. Analysis report finance is tool important For evaluate condition and performance company. Through analysis ratio finance, can known ability company in fulfil obligation term short, manage capital structure, resulting in profit, as well as guard Power pull shares in the capital market. Therefore that, research This become important For study How performance finances of PT Unilever Indonesia Tbk during 2020–2024 period and identify potential risks and opportunities faced company .

### **LITERATURE REVIEW**

Literature review is part important in article scientific that provides description comprehensive about study previous theories main, and relevant findings with topic research. Literature review This help clarify position study in context academic at a time identify gap necessary knowledge filled by research this. In the context analysis development FMCG companies such as PT Unilever Indonesia Tbk , literature related management finance, behavior consumers, marketing strategies, and sustainability company (sustainability) becomes relevant For reviewed. Study about performance finance company has Lots done, especially through approach analysis ratio finance.

### **Financial performance**

Financial performance is description condition finance a company that reflects ability company in manage source Power in a way effective and efficient (Fahmi, 2020). Good financial performance show that company capable maintain continuity business and improve mark company.

### **Analysis Financial Ratios**

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Ratio finance used For evaluate connection between post in report finance to assess liquidity, solvency, profitability, and activity company (Kasmir, 2019). Ratio This help management and investors in taking decision economy.

## FMCG Industry

The FMCG industry has level relative resilience tall Because the product is need principal . However Thus, the industry This still prone to to change price material standard, competition prices, and changes preference consumers (Kotler & Keller, 2016).

## METHOD

Study This use method descriptive quantitative with approach studies documentation. The data used is secondary data in the form of report finance annual report of PT Unilever Indonesia Tbk 2020–2024 period. Data analysis techniques were carried out with calculate and analyze ratio finances which include ratio liquidity, solvency, profitability, activity, market ratios, and ratios dividends. Analysis results served in a way descriptive For describe conditions and developments performance finance company. Data analysis techniques are carried out through approach analysis descriptive and comparative analysis descriptive used For describe condition Unilever's finances in five years final with identify trend development income, profit net, total assets, and equity company. In addition, the analysis ratio finance done For evaluate health financial company from a number of aspects. Comparative techniques used For compare condition financial and operational strategy company before and after the pandemic. Analysis This give description about effectiveness of adaptation strategies company in face change environment business. Overall method study This designed to be able to give comprehensive and measurable understanding about development of PT Unilever Indonesia Tbk , both from corner view financial and operational. With method this, the result study expected can give relevant contributions in study academic , in particular related dynamics FMCG industry in five-year context final .

## RESULTS AND DISCUSSION

Analysis results show that ratio liquidity of PT Unilever Indonesia Tbk be under ideal number, which indicates existence limitations ability company in fulfil obligation term short. From the side profitability, company experience decreasing profit margins consequence increasing cost production and pressure Power buy consumers. Although However, Unilever still capable produce profit clean positive blessing strength brand and stability sale. Ratio solvency show improvement dependence company to funding debt-based. This is exacerbated by policies distribution very aggressive dividends, so cause decline equity and improvement risk finance. From a market perspective, the decline earnings per share (EPS) indicates decline Power pull Unilever shares from perspective growth profit, even though share This Still interesting for investment-oriented investors dividends.

Research result in a way overall show that although face challenge big, Unilever remains capable maintain stability business through strategy adaptation, innovation products, and efficiency operational. Changes behavior consumer become factor key that pushes company speed up digital transformation and strengthening marketing based technology. Meanwhile that, pressure cost material standards and challenges chain supply become issue main influencing factors profitability company. However, the power brand, commitment to sustainability, as well as management relative finances stable become important capital for Unilever to still competitive in the Indonesian market. Discussion This confirm that development company in five years final No only determined by conditions finances, but also by the ability company in read market dynamics and responding change in a way fast and precise. With Thus, the results analysis This strengthen understanding about How company big as Unilever can survive and thrive in competitive and ever-changing FMCG industry changed.

## CONCLUSION

Based on results analysis, can concluded that PT Unilever Indonesia Tbk Still has strong operational fundamentals and a dominant market position in the FMCG industry. However , the company face challenge finance in the form of decline profitability, pressure liquidity, as well as increasing risk solvency consequence aggressive capital structure. Therefore that, the company recommended For balance policy dividends, increase efficiency operational, and managing structure capital in a way more prudent in order to maintain sustainability performance finance term long. With consider overall findings, research This indicates that Unilever's success is not only determined by aspects financially, but by ability company read market changes and responding challenge with innovative and sustainable strategies. To development next, research can directed at evaluation deep about

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effectiveness of sustainability programs company as well as the impact to decision purchase consumer research continuation can also be expand analysis with compare Unilever's performance with other FMCG companies in Indonesia in order to get description more competitive comprehensive .

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