

Abstrak

STRATEGI PEMILIHAN SAHAM DI PERUSAHAAN TELEKOMUNIKASI YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2010 S/D 2016

Persaingan antar industri di Indonesia khususnya pada Industri Telekomunikasi dalam beberapa tahun belakangan ini semakin dinamis akibat perkembangan ICT (Information and Communication Technology) sehingga pesatnya pertumbuhan teknologi telepon selular dan nirkabel di Indonesia mendorong teknologi informasi saat ini menjadi suatu gaya hidup. Masing – masing perusahaan dituntut agar terus melakukan inovasi melalui diferensiasi tarif dan layanan agar dapat terus diminati masyarakat. Beberapa layanan tambahan atau value added services pun digencarkan agar memberikan nilai tambah pada pelanggan. Analisis valuasi perusahaan menjadi suatu kewajiban bagi investor untuk melihat apakah prospek dari industri telekomunikasi tetap menarik sebagai bagian dari portofolio investasi selain juga para investor melihat dari pertimbangan atau pendapat dari para ahli yang sudah menyimpulkan bahwa investasi di bidang industri telekomunikasi ini tidak menarik dan kurang menguntungkan.

Kata Kunci : Investasi, Industri, Saham, teknologi, persaingan.

Abstract

STOCK SELECTION STRATEGY IN TELECOMMUNICATION COMPANIES LISTED IN INDONESIA STOCK EXCHANGE PERIOD 2010 - 2014

Competition between industry in Indonesia, especially in the Telecom Industry in recent years increasingly dynamic due to the development of ICT (Information and Communication Technology) so that the rapid growth of mobile phone technology and wireless in Indonesia pushed the current information technology becomes a lifestyle. Each company is expected to continue to innovate through the differentiation of rates and services to be able to draw public attention. Some additional services or value added services was intensified in order to provide added value to customers. Analysis valuation becomes an obligation for investors to see whether the prospects of the telecommunications industry remain attractive as part of the investment portfolio as well as investors viewed from consideration or opinions of experts who have concluded that the investment in the telecommunications industry is not attractive and less profitable.

Keywords: Investment, Industry, Stocks, technology, competition.