

## ABSTRACT

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**ANALYSIS OF STOCK VALUATION USING DIVIDEND DISCOUNT MODEL (DDM), PRICE EARNING RATIO (PER), DAN PRICE TO BOOK VALUE (PBV) APPROACHES IN MAKING INVESTMENT DECISIONS AT PT UNILEVER INDONESIA TBK FOR THE PERIOD 2018 - 2022**

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Keywords: Stock Valuation, Dividend Discount Model, Price Earning Ratio, Price to Book Value, Capital Market

(xii + 63 + Attachment)

The purpose of this research is to determine and evaluate the condition of PT Unilever Indonesia's stock by comparing the market price of PT Unilever Indonesia Tbk (UNVR) with its intrinsic value so that it can be used as a reference and information for prospective investors in making investment decisions in PT Unilever Indonesia Tbk's stock.

This research is a quantitative study based on secondary data, specifically the annual financial reports of PT Unilever Indonesia Tbk. from 2018 to 2022. The valuation methods used are the Dividend Discount Model (DDM), Price Earning Ratio (PER), and Price To Book Value (PBV) approaches.

The research results show that in 2022, the intrinsic value of PT Unilever Indonesia Tbk (UNVR) shares, evaluated using the three approaches mentioned, which are Dividend Discount Model (DDM), Price Earning Ratio (PER), and Price To Book Value (PBV), is in an overvalued condition. Therefore, investors who already own UNVR shares should consider selling their holdings because the stock is deemed expensive, and for those who don't own the shares, they should not buy them as the shares remain in an overvalued or expensive state according to the market.

References (2007 – 2024)