Trend Analysis to Analyze Performance Assessment of Pt Unilever Indonesia Tbk in 2019 – 2021

Salmaa Alya Audy Rachmani Sutisna [1], Hari Sulistiyo[2]

[1]Accounting, Universitas Singaperbangsa Karawang,
2010631030126@student.unsika.ac.id

[2]Accounting, Universitas Singaperbangsa Karawang,
hari.sulistiyo@fe.unsika.ac.id

Article Info	Abstract
	Research was conducted to determine the performance of PT Unilever Indonesia Tbk based on the results of financial statements and also income statements with the use of trend analysis. By using analytical techniques, descriptively using a quantitative approach which is financial statement data and income statements that are analyzed so that they can get information related to how financial performance in Unilever Indonesia companies based on financial statements and also income statements. Unilever's company experienced some increases in 2020, but in 2021 it experienced a decline due to the pandemic. But the company kept going despite the decline.

INTRODUCTION

PT Unilever Indonesia Tbk is a company that currently operates in the field of manufacturing, marketing, and also the distribution of goods consumed.

This analysis is based on financial statements on the company. The word this analysis means to make a part into the smallest part, while it is for the financial statements themselves, namely profit and loss, cash flow, balance sheet. This analysis can be found in one period or several periods such as 3 years.

It is known that if the analysis of these financial statements analyzes the posts in one period. Or it could be one financial statement along with other financial statements. It is considered faster to measure progress and performance from one time to another.

In this trend analysis can be done using horizontal or vertical analysis. Usually if using this analysis requires two to three financial statement period data, because later it can use the index number method. This index figure is considered to be able to find out the trend of financial positions, be it increasing, fixed, even declining though. And usually calculated and can be seen in percentages.

According to Harapap (2009), financial statements are a source of

information and media to assess achievements, even the condition of the company. According to Jumingan, financial performance, namely the company's finances in a period of time regarding aspects in the collection and distribution of funds, is usually measured by profitability, liquidity, and also capital squabbling indicators.

To analyze PT Unilever Indonesia Tbk, the author is interested in being able to submit reports related to developments to assess the company's performance using trend analysis. Of course, with this, the author is interested in making an observation entitled "Use of Trend Analysis to Analyze Performance Assessment of PT Unilever Indonesia Tbk in 2019 - 2021"

Each company must manage its report which is then compiled and reported to the parties concerned. This report certainly discusses the recording of money and transactions that have economic and monetary value which can later describe the company's performance. Here are the opinions of experts regarding financial statements:

According to Munawir (2009), financial statements are a tool to obtain information related to the financial position and results of the company's operations. According to Sujarweni (2017), financial statement analysis is a review to review the financial quality and achievements of a company both past, and present periods, as well as the previous period estimated, which later this analysis is used to determine the determination of all aspects.

According to cashmere (2014), financial statements are a report that shows financial conditions in a certain period of time. So, it can be concluded, financial statements are reports that explain the condition of the company, especially its finances, at a time that will be used for interested parties or those who need the report.

According to Hery (2014), the purpose here is to present it clearly and must be in sync according to generally accepted accounting principles related to financial position, as well as changes in financial position and business results.

Meanwhile, according to cashmere (2014), the purpose of the report is as follows: Convey information related to records of financial statements, Convey information related to the type of cost and the amount of costs will be adjusted at one period of time.

Conveying performance-related information to the company's management. Convey information related to the type and amount of assets. Convey information related to changes in passiva, company capital, and also assets

Convey information related to the type, even the amount of liabilities, and capital stored by the company at this time. According to hanafi (2007), the elements of financial statements are three forms, namely balance sheets, cash flow statements, and also income statements.

Meanwhile, according to cashmere (2014), elements of financial statements there are five forms, namely balance sheets, income statements, capital change statements, cash flow statements, and also financial statement records. However,

in this journal only uses balance sheet statements and also income statements.

Financial analysis is taken from two syllables which means analysis is also financial. In addition, the analysis of the report began because of a sufficient assessment related to financial statements. What we know is that financial statements have several reports, namely financial position statements, income statements, and cash flow statements. Analysis of financial statements is a way that certainly needed examination to help improve the financial position and even the results on the company's operations. With this, of course, the goal is to set estimates and predictions about the company's performance and condition in the future.

So it is concluded that the analysis of financial statements includes ways to evaluate financial positions and objectives for estimates and predictions for the future of the company. As for the method of analysis of financial statements that can later be used to measure and determine in the financial statement post.

According to Kasmir (2013, methods of analyzing financial statements, namely: Analysis of comparisons between financial statements

Trend Analysis

Percentage analysis

Source analysis and data usage

Analysis of sources and use of cash

Gross profit analysis

Ratio analysis

Break even point analysis

Trend analysis is an approach that uses comparisons to a company's finances from one period to another. According to Yaqub Ibrahim (2013), trend is a statistical tool that can estimate future conditions based on past data. Meanwhile, according to cashmere (2008), trend analysis is an analysis that is usually presented in percentages. In this analysis usually uses horizontal analysis or can also be called dynamic, which usually uses period or year data.

So it can be concluded that, this trend analysis is a statistical tool that is usually presented in the form of percentages, which also uses horizontal analysis or uses period data that can be used to predict future circumstances, of course after analyzing past data.

In the analysis of the trend must determine the fundamental year to be used as a comparison. So that later can be searched for index numbers. Here is the formula for finding index numbers, namely:

Index Numbers=(Comparison Year)/(Base Year) x100%=

Viewed based on the background, which is then identified into the formulation of the problem, namely: How to use trend analysis on financial performance assessment in the 2019 base year. And also How is the use of trend analysis on financial performance analysis in 2020 and 2021?

METHODS

Types Of Research

In this study using the nature of case studies or quantitative, which is a method that uses statistical testing which later the results can answer from the problem of this research.

Research Objects

The object used is the financial institution of Unilever Indonesia company in the period 2019 - 2021.

Research Variables

In this study, the authors used variables, namely the use of trend analysis to assess financial performance.

Research Data Sources

Here are some sources applied to this study, namely :

a.   Primary Data

This primary data is data generated from interviews, as well as from books related to research and also numeric data that later to provide a strong interpretation. This data is from the figures obtained in the financial statements of Unilever Indonesia companies.

b.   Secondary Data

Secondary data is data that will be calculated, which is in the form of numbers, which is nothing but data on a statement of the financial position of Unilever Indonesia Company Tbk for the period 2019 - 2021.

Data Collection Techniques

Here are some of the techniques used for data collection, namely:

a.   Data Analysis Techniques

This analysis is based on data that exist quantitatively and qualitatively from an object being analyzed. So that after conducting comparison analysis obtained the nature and tendency of changes that occur.

b.   Documentation

This collection technique uses a way by researching a document to be studied and selected which is indeed later in accordance with the problem to be discussed.

c.   Library Studies

This collection technique uses a way by combining document data or a report that is considered related to the problem being studied.

RESULTS AND DISCUSSION

Judging from the results of the analysis after making observations to PT Unilever Indonesia Tbk. Judging from the financial statements and income statements on the Company shows that the company's picture has increased and decreased in its financial position statements.

The following are the constraints obtained from analyzing using trend

analysis on financial statements, and also the income statement of Unilever Indonesia Company, namely a decrease in its financial statements and also its income statement. The following can be seen from the financial statements and income statements in 2019 - 2021 and the analysis of trends.

Table 1. Assets of PT Unilever Indonesia Tbk for the period 2019 - 2021

NO	ACCOUNT	ASSETS			TREND ANALYSIS	
		2019	2020	2021	Trend 2020	Trend 2021
1	Cash , Cash Equivalents	Rp 628.649.000.000	Rp 844.076.000.000	Rp 325.197.000.000	39	-23
2	Accounts Receivable	Rp 4.516.555.000.000	Rp 5.295.288.000.000	Rp 4.516.555.000.000	85	71
3	Taxes Paid Upfront	Rp 0	Rp 89.999.000.000	Rp 159.413.000.000	177	254
4	Expenses Paid Upfront	Rp 24.700.000.000	Rp 17.827.000.000	Rp 21.691.000.000	122	143
5	Merchandise Inventory	Rp 2.429.234.000.000	Rp 2.463.104.000.000	Rp 2.453.871.000.000	100	99
6	Amount of Current Assets	Rp 8.530.334.000.000	Rp 8.710.294.000.000	Rp 7.476.727.000.000	**86**	**72**
7	Assets Stay Clean	Rp 2.404.534.000.000	Rp 8.602.468.000.000	Rp 7.295.623.000.000	**85**	**70**
8	Total Assets	Rp 10.934.868.000.000	Rp 17.312.762.000.000	Rp 14.772.350.000.000	**85**	**71**

Table 2. Passiva PT Unilever Indonesia Tbk period 2019 - 2021

NO	ACCOUNT	PASSIVA			TREND ANALYSIS	
		2019	2020	2021	Trend 2020	Trend 2021
1	Current Liability Amount	Rp 13.065.308.000.000	Rp 13.357.536.000.000	Rp 12.445.152.000.000	107	115
2	Long-term liabilities	Rp 2.302.201.000.000	Rp 2.239.728.000.000	Rp 2.302.111.000.000	103	106
3	Total Liabilities	Rp 15.367.509.000.000	Rp 14.684.880.000.000	Rp 15.659.647.000.000	107	113

Table 3. Profit and Loss of PT Unilever Indonesia Tbk for the period 2019 - 2021

NO	ACCOUNT	PROFIT AND LOSS			TREND ANALYSIS	
		2019	2020	2021	Trend 2020	Trend 2021
1	Net Sales	Rp 42.922.563.000.000	Rp 42.972.474.000.000	Rp 39.545.959.000.000	92,03	84,05
2	HPP	Rp 20.893.870.000.000	Rp 20.515.484.000.000	Rp 19.919.572.000.000	97,10	94,19
3	Gross Profit	Rp 22.028.693.000.000	Rp 22.456.990.000.000	Rp 19.626.387.000.000	87,40	74,79
4	Operating Costs	Rp 230.230.000.000	Rp 248.790.000.000	Rp 184.876.000.000	74,31	48,62
5	nings Before Interest and Taxes (EBIT)	Rp 11.250.251.000.000	Rp 10.554.448.000.000	Rp 8.756.359.000.000	82,96	65,93
6	Pre-Tax Profit (EBT)	Rp 9.901.772.000.000	Rp 9.206.869.000.000	Rp 7.496.592.000.000	81,42	62,85
7	Profit After Tax (EAT)	Rp 969.000.000	Rp 188.000.000	Rp 151.000.000	80,32	60,64

Percentage calculation on trend analysis in assessing the increase and decrease in the balance sheet and also profit and loss, as follows :
1. Asset Position
    a. In cash and cash equivalents we can see that in the company's financial position increased from 2019 - 2020, which is to Rp 844,076,000,000 but in the following year, namely 2021 there was a drastic decrease of Rp 518,879,000,000
    b. In its own accounts receivable also in 2019 to 2020 increased to Rp 5,295,288,000,000 but in the following year i.e. 2021 decreased by Rp

778,773,000,000
c. In the supply of trade goods in 2019 - 2020 increased, while in 2021 there was a slight difference with the previous year so that it decreased
d. On taxes paid upfront increased both from 2019 to 2020, and this is also the only one after analysis that rises in asset positions.
e. Meanwhile, the burden of being paid upfront increased in 2019 and also 2021, while in 2020 it decreased.
f. So it can be seen from the results of the analysis that assets increased in 2020, while in 2021 it decreased but was greater than the base year 2019.
2. Short-Term Debt Position
    In the report on the financial position of short-term debt in 2020 increased by 7% while in 2021 there was a decrease of 15%.
3. Long-Term Debt Position
    In the report on the financial position of long-term debt in 2020 there was a decrease of 3% while in 2021 it increased by 6%.

Profit and Loss:

In the income statement related to the net sales position in the trend analysis, it was generated 92.03% while in 2021 it was 84.05%. Furthermore, the cost of goods sold decreased in 2020 which resulted in a trend analysis of 97.10% and in 2021 by 94.19%. Then, the gross profit position increased and then decreased in 2021 so that there was a gain from trend analysis of 87.40% in 2020, for 2021 by 74.79%. In the operating cost position in 2020, trend analysts obtained results of 74.31% and in 2021 of 48.62%. Furthermore, the Position of Earnings Before Interest and Tax (EBIT) was obtained in 2020 at 82.96% and in 2021 at 65.93%. Meanwhile, in the Pre-Tax Profit Position (EBT) trend analysis obtained by 81.42% and in 2021 obtained by 62.85%. Then, in the After-Tax Profit Position (EAT) after analysis on the trend analysis obtained a result in 2020 of 80.32% and in 2021 obtained by 60.64%.

CONCLUSION

After analyzing financial statements and profit and loss, so we can draw the following conclusions
1. In the financial performance of PT Unilever Indonesia Tbk seen in the period 2019 to 2021 continues to increase and decrease, when viewed from the results of year-to-year comparisons both in the balance sheet and profit and loss.
2. If you look at 2021 there is almost entirely a decline, but if indeed a company is still experiencing increases and declines, this means that this company is still able to run and also operate.

After the author analyzes the financial statements from both the balance sheet and profit and loss. It is expected to PT Unilever Indonesia Tbk to evaluate its performance continuously, so that later this can improve and even optimize the company's financial performance.

REFERENCES

Ahmad, Rahmayani, 'Makalah Analisis Laporan Keuangan', *OSF*, 2021

Amalia, J K, 'Analisis Laporan Keuangan Untuk Menilai Kinerja Keuangan Pt. Mandom Indonesia, Tbk Periode 2014-2019', *Jurnal Manajemen Pendidikan Dan Ilmu ...*, 2.1 (2021), 107–24 <https://dinastirev.org/JMPIS/article/view/423>

Ariyanti, Khairina, 'Analisis Laporan Keuangan Sebagai Alat Untuk Mengukur Kinerja Keuangan Pada Pt. Dzaky Indah Perkasa Cabang Sungai Tabuk', *Jurnal Ilmiah Ekonomi Bisnis*, 2020, 9

Astuti, Tri Puji, and Mohammad Taufiq, 'Analisis Laporan Keuangan Dalam Rangka Menilai Kinerja Perusahaan Pt. Telekomunikasi Indonesia Tbk. (Periode 2014-2018)', *Greenomika*, 2 (2020), 16

Harahap, Sofyan Syafri, *Analisis Kritis Atas Laporan Keuangan* (Jakarta: Rajawali Pers, 2009)

Kasmir, *Analisis Laporan Keuangan* (Jakarta: Raja Grafindo Persada, 2016)

'Laporan Keuangan Unilever Indonesia', *Unilever*, 2021 <https://www.unilever.co.id/hubungan-investor/publikasi-perusahaan/laporan-keuangan/>

M.banta, Zarjani, 'ANALISIS LAPORAN KEUANGAN TREND SEBAGAI ALAT PENILAIAN KINERJA KEUANGAN PADA PT. TELEKOMUNIKASI INDONESIA Tbk', *SI-MEN (Akuntansi Dan Manajemen) STIES*, 5 (2015), 14

Munawir, *Analisis Laporan Keuangan* (Yogyakarta: Liberty, 2009)

Prihadi, Toto, *Analisis Laporan Keuangan Konsep Dan Aplikasi* (Jakarta: PT Gramedia, 2019)

Rahmawati, Neng Ayu, and Noor Amelia, 'ANALISIS TREND LAPORAN LABA/RUGI PADA PT SURYA CITRA MEDIA TBK. TAHUN 2014 - 2018', *Jurnal Akuntansi*, 8 (2020)

Sujarweni, V. Wiratna, *Analisis Laporan Keuangan, Teori, Aplikasi, Dan Hasil Penelitian.* (Yogyakarta: Pustaka Baru Press, 2017)

Sulistyowati, Nur Wahyuning, 'Analisis Laporan Keuangan Sebagai Alat Untuk Menilai Kinerja Keuangan PT Pelabuhan Indonesia III Surabaya', *Jurnal Akuntansi Dan Pendidikan*, 4 (2015), 9

Utami, Novia Fitri, and Novi Shintia, 'PENILAIAN KINERJA KEUANGAN DENGAN MENGGUNAKAN ANALISIS TREND PADA CV SURYA PENDINGIN' (Politeknik Negeri Banjarmasin, 2017), p. 11

Wiki, 'Analisis Tren', *Wikipedia* <https://id.wikipedia.org/wiki/Analisis_tren>