

## ABSTRACT

Annual report is a result from financial data collecting and processing which very useful in helps that every user, investor and every other equity market user in scores company's performance. One of annual report analyze tools is using Du-Pont analyzes. That analyzes integrated post in annual report. That analyze technique can descriptions which deeper for public about financial performance in a company. This research is to know how to use Du-Pont technique analyzes in scored availability from year to year in order to known advantages and weakness of that company. So, the topic that was chosen by writer is "Suggestion Improving Financial Performance PT. Industri Telekomunikasi Indonesia With Du-Pont Methode".

In this research, writer used secondary data. Those data are annual report in four years from 2004-2007. Those are PT. Industri Telekomuniakasi Indonesia (Persero)'s annual report. The analyze method which used is Du-Pont. This analyzes is more integrated and used annual report's composition as that analyzes element.

Based on annual report analyzes PT. Industri Telekomunikasi Indonesia. and subsidiary from 2004-2007, ROE and ROI's level at four years is always decline. That company loss in during four year, from 2004 - 2007 made ROE and ROI's scores was always decline. In comparison with other similar company, total cost are high, and operations profit was resulted are relative low.

To maximize company's scores and to get better ROE and ROI's score, the company should do some improvement. That improvement is to less cost in order to score can be minimized. And then, the company should work out to get better in company's revenue with to lead market share. If the company can be a leader in market share, company's revenue which is resulted can be better.

Writer wish these researches's result can helps every reader and investor in comparison other company's performance.

***Keyword : Du-Pont Analyzes***