

## ABSTRACT

Condition of Indonesia economy in the era of globalization with the increasingly fierce competition. In recent years started to shown an improvement, after a prolonged economic crisis. These conditions require firms either private companies or public enterprises to improve efficiency and affectiveness of enterprise in the face of increasingly fierce competition.

One of the methods of financial analysis that is activity based costing (ABC). ABC is a grouping of various activities into one product. In this grouping cost driver needed. Cost Driver are used as parameters in the grouping of activities.

To assess the performance of a company, need to do an analysis of the company's financial statements. In this study analysis was done using profitability ratio. With this method, we will see the value of the ratio of GPM (gross profit margin), NPM (net profit margin), ROA (return on investment), ROE (return on equity). The porpose of this analysis is to determine the performance of the company PT. Telekomunikasi Indonesia, Tbk.

During the study period (2009-2010), the results of calculations by the method of profitability ratios indicate that an increase in the value of the ratio. This show that at that period the company performance goes well. The results of the calculation of the value of the ratio of PT. Telekomunikasi Indonesia, Tbk period 2009-2010 is as follows:

Number	Rasio Type	2009	2010	Industry Standards
1	Gross profit margin ( GPM )	35,6%	36,9%	35%
2	Net Profit Margin ( NPM )	18%	22%	20%
3	Return On Investement ( ROI )	11,6%	14,7%	12%
4	Return on Equity ( ROE )	29%	32,9%	30%

Key Words: ABC, Cost Drivers, Profitability Ratios, GPM, NPM, ROI, ROE.