

## **ABSTRACT**

Intense competition in Indonesia led to seizure of market share for the operator, PT Indosat Tbk is one that have decreased market share and decrease in net income a very significant in 2010. Based on the fact, the company should be able to improve performance, in improving the performance required an evaluation of the performance, one of which is the analysis of financial performance. Analysis of financial performance by the company is currently based on the analysis of financial ratios, financial analysis but has the disadvantage that can not measure the economic value-added created by the company. So with the analysis of financial performance with EVA becomes relavan method to measure the financial performance of the company. To simplify the calculation of EVA in the next year then a simple application of EVA calculation is designed.

Economic value added is a measure of economic profit that can be determined from the difference between net operating profit after tax and cost of capital. So by using the EVA method can be seen the cause of the decline in the value of a company.

During the study period in the years 2007-2010, the results of the measurement method of successive EVA Rp. 1,819,622.95 million, Rp, 825,101.56 million, Rp.1.134.184 million, Rp. 775,666.41 million. The existence of this EVA calculation application can assist companies in analyzing financial performance.

From the results of research showed that the company has been Economic Added Value (EVA) in the company, the company has been able to create a rate of return exceeds the cost of capital. To increase the value of EVA companies should increase the rate of return by focus on potensial bisnis which is celuler bisnis, make optimum use of assets, using the minimum cost of capital.

Kata kunci : EVA, Rate of return (r), Cost of Capital (WACC)