

SUMMARY

Erni Estika Sukmawati. **Analysis of Fundamentals by Approach Price Earning Ratio (PER) to Assess Reasonableness Stock Price and an Investment Decision (Study in Cosmetics Companies and Household Goods at the Indonesia Stock Exchange Listing Period 2009-2011).** Dr. Moch Dzulkirom. A.R, Drs Topowijono, M.Si, 104 hal+xv

In making an investment decisions, investor should be able to consider and make assessment of the stocks that can provide optimal benefits. Investors can do an assessment by analyzing the reasonableness of the company's stock price. The method often used to analyse the reasonableness of the stock price is fundamental analysis using the approach Price Earning Ratio (PER). Price Earning Ratio (PER) using the value of earnings to estimate the intrinsic then compared to the market price of the stock so that it can be seen its stock price reasonableness. The purpose of this study was to determine the reasonableness of the company's stock price cosmetics and household goods listed on the Indonesia Stock Exchange if judged on fundamental analysis approach Price Earning Ratio (PER) and to determine the right investment choice (buy/sell/hold) on the company's stock cosmetics and household articles based on fundamental analysis approach Price Earning Ratio (PER)

The method used in this research is descriptive research that is intended to develop the concept and to gather facts, but does not test the hypothesis. The research sites in Indonesia Stock Exchange Corner Brawijaya University. Population as well as a sample in this study are all cosmetic companies and household goods listed on the Indonesia Stock Exchange. This is because the entire company of cosmetics and household goods meet the criteria that have been established to be used as a sample.

The results of the research indicate that the stock of PT. Mustika Ratu, Tbk, PT. Mandom Indonesia, Tbk, and PT. Unilever Indonesia, Tbk is in a condition overvalued so that the right decision is to sell the stock when it is held to earn capital gains or still hold the stock if it wants to get the dividend because a fundamental condition of the company in good condition. Shares of PT. Martino Berto, Tbk is in undervalued so that the right decision is to buy the stock or not selling stock with the expectation of future stock price going up.