

Strategi keuangan dalam merger dan akuisisi dengan metode kualitatif studi kasus PT Unilever Indonesia Tbk tahun 2005-2014 = Financial strategy in merger and acquisition with qualitative methods case study PT Unilever Indonesia Tbk year 2005-2014

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Abstrak

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Merger dan akuisisi banyak dilakukan perusahaan perusahaan di dunia untuk meningkatkan pertumbuhan termasuk industri Fast Moving Consumer Goods FMCG yang menjadi top deal value pada masa deal decade. Di Indonesia salah satu perusahaan FMCG yang melakukan merger dan akuisisi adalah PT Unilever Indonesia Tbk. Pemilihan Unilever Indonesia sebagai objek penelitian karena Unilever Indonesia telah melakukan berbagai strategi merger dan akuisisi. Pada penelitian ini pembahasan difokuskan pada merger dan akuisisi yang terjadi di antara 2005 2014 yaitu ketika pengambilalihan Buavita dan Gogo serta Sara Lee Body Care Indonesia. Reaksi pasar pada pengumuman kedua akuisisi tersebut merespon negatif. Akan tetapi pada pelaksanaannya Unilever Indonesia dapat meningkatkan pertumbuhan profitabilitas bahkan dapat memberikan dividen. Tingkat kegagalan yang dihadapi dapat diminimalisir dengan penggunaan metode dan strategi merger dan akuisisi yang berbeda.

**ABSTRACT**

Mergers and acquisitions were conducted by many companies in the world to increase the company growth including Fast Moving Consumer Goods FMCG industry which became a top deal value during the deal decade. In Indonesia one of the FMCG companies that conducted mergers and acquisitions is PT Unilever Indonesia Tbk. Selection of Unilever Indonesia as the object of research because Unilever Indonesia has conducted various merger and acquisition strategies. In this study the discussion focused on mergers and acquisitions that occurred between 2005 2014 when the Buavita and Gogo and Sara Lee Body Care Indonesia takeover Market reaction to the announcement both of the acquisition respond negatively. However in practice Unilever Indonesia could improve the growth and profitability even distributed dividends. The risk of failure of those mergers and acquisition can be minimized with the use of different methods and strategies of mergers and acquisitions.