

ABSTRAK

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Program Studi : Manajemen Keuangan
Judul : Analisis Nilai Finansial Merek Menggunakan Pendekatan *Revenue Multiples* dan *Discounted Future Earnings* (Studi Kasus Air Mineral Dalam Kemasan Merek Aqua)

Analisis nilai finansial merek dapat dijelaskan melalui berbagai metode, diantaranya adalah Metode *Discounted Future Earnings* (Don Schultz, 2005) yang merupakan metode yang paling lazim digunakan. Metode lain yang dapat digunakan adalah melalui pendekatan *Revenue Multiples* (Aswath Damodaran, 2002). Hasil penelitian menunjukkan bahwa nilai merek Aqua yang didapatkan dari perhitungan menggunakan pendekatan *revenue multiples* adalah sebesar Rp. 1.592.511.166.835,- atau sebesar 82.69% dari nilai ekuitas PT. Aqua Golden Mississippi, Tbk, dan nilai merek Aqua yang didapatkan dari perhitungan menggunakan metode *discounted future earnings* adalah sebesar Rp. 1.608.778.770.874,- atau sebesar 83.54% dari nilai ekuitas PT. Aqua Golden Mississippi, Tbk.

Kata kunci :

Nilai finansial merek, *revenue multiples*, *discounted future earnings*.

ABSTRACT

Name : Henry Setiandi
Study Program : Financial Management
Title : The Analysis of Financial Value of Brand Using Revenue Mutiples
Approach and Discounted Future Earnings Method (Case Study on Aqua
Mineral Water)

The analysis of brand valuation can be explained further more with the use of several methods. One of the the most commonly used method is the Discounted Future Earnings Method (Don Schultz, 2003). Another method that can be used is the Revenue Multiples Approach (Aswath Damodaran, 2002). This research used those two calculation methods and showed that the brand value of Aqua mineral water using the revenue multiples approach is approximately Rp. 1.592.511.166.835,- or 82.69% of the equity value of PT. Aqua Golden Mississippi, Tbk and the brand value of Aqua mineral water using the discounted future earnings method is approximately Rp. 1.608.778.770.874,- or 83.54% of the equity value of PT. Aqua Golden Mississippi, Tbk

Keywords :

Financial value of brand, revenue multiples, discounted future earnings