

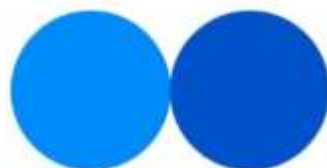


TECHNICAL ANALYSIS ON SERVICE COMPANIES IN THE MEDIA AND ENTERTAINMENT, BROADCASTING AND ADVERTISING SECTOR

**Sindi Nabila, Encep Iman Maulana,
M. Dikri Abdillah, Dustian Djuanda**

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Dustian Djuanda



Tahta Media Group

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FOREWORD

We thank God to Allah SWT. who has given His grace to us so that wese that we can complete the monograph on "Technical Analysis on Non-Primary Consumer Goods Sector Stocks (Media and Entertainment, Broadcasting, and Publishing)". We also do not forget to thank all those who have contributed to the preparation of this scientific work. Of course, it will not be maximized if it does not get support from various parties.

As authors, we realize that there are still deficiencies, both in the preparation and delivery grammar of this scientific work. Therefore, we humbly accept suggestions and criticisms from readers so that we can improve this scientific work. We hope that the scientific work we have compiled will be of benefit and inspiration to readers.

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CHAPTER I

INTRODUCTION

1.1 BACKGROUND

Along with the advancement of ever-more advanced technology where many activities are carried out online through the digital world, Currently individuals live in the digital era which makes it easier in various ways such as finding information, news and enjoying entertainment. We can access many things easily through the internet. According to O'Brien, the internet is a computer network that is developing very rapidly where this development can bring positive benefits and impacts in the world of education, business, government to entertainment.

The number of smartphone users in Indonesia is increasing and increasingly dominating the system. This has become the cornerstone of smartphone application development will continue to increase, including media applications that are deliberately created by company owners considering that we are currently entering the digitalization era. The definition of digitization according to (Wijaya, 2022) refers to the division of a piece of information into bits, such as a book, sound recording, image or video. The fundamental piece of information in a computer system is the bit. The process of going from analog to digital is called digitalization. Internal process optimization, including labor automation and reducing paper usage, is the main goal of digitalization. Cost savings are the only objective.

Because it performs financial and economic tasks, the capital market has an impact on a nation's economy. The capital market's financial purpose is to give fund owners the chance to get returns in line with their selected investment strategy. The capital market economy's purpose is to connect people with extra money with those in need of money. Many types of securities are traded on the capital market, one of which is stock. Stocks are proof of individual or corporate capital participation in a company. Efforts to anticipate changes in stock prices every day in the capital market is by using stock price analysis. Stock price analysis consists of technical analysis and fundamental analysis. Technical analysis is the study of market movements,

including changes in price and trade volume. Fundamental analysis is a type of analysis that examines a company's financial position by looking at its financial statements. Investors can use technical analysis to determine and forecast future prices based on daily stock price data. Technical analysis uses a variety of indicators to aid decision-making across a number of indicator areas. Some of these indicator types are trend indicators that are used to identify if market conditions are in an upward or downward trend. When to purchase and when to sell in the stock market is determined by oscillator indicators. Using volume-based indicators, one can determine if market players are optimistic or.

The capital market in Indonesia is currently experiencing such developments rapidly. More and more Indonesian people are investing in the market capital as the main job or as a side business. According to Republic of Indonesian Minister of Finance Decree No. 1548/KMK/1990 on Market Regulation Capital, an organized financial system is comprised of commercial banks, all financial sector intermediate institutions, as well as all existing securities. Meanwhile, in the narrow sense of the market capital is a place in the physical sense that organizes sale of securities transactions or referred to as the stock exchange. Investment is delaying consumption in the present for the purpose of obtaining value greater consumption or compensation in the future.

From this understanding, we can conclude that the real expectation is from investment is when the investment is efficient and can generate an appropriate return. So when we make the decision to invest, we assume that all considerations in terms of return and risk have been carefully considered ripe. Stock investment in Indonesia began to experience rapid development. We can make a sizable return from stock investing, which is highly alluring. Time short by tens, even hundreds of percent (a day, a week, a month, depending on conditions). Consequently, a thorough investment study is required before making an investment.

Stocks are a symbol of a person's or party's (business entity) ownership interest in a corporation or limited liability company. Shareholders are everyone or any entity that owns stocks (stock holders). Stock values changed throughout daily stock trading operations, either going up or down. Because of the demand (supply) and supply (demand) for these Stocks, stock prices are

formed. Specific elements like a company's performance and the sector it plays in play a part in supply and demand. Macro variables include things like interest rates, inflation, and currency exchange rates as well as non-economic aspects like social conditions and politics.

Stocks have a high level of liquidity because they are a type of financial investment that has a high level of fluctuation, so they have high risk high return characteristics. We can get big profits but with big risks too. Conversely, if we want to minimize the risk, the profit is also small. This also relates to the timeframe we use in investing. In investing in the capital market, especially stocks, the terms buy, sell, and hold are known. To be able to know this, a weapon or an analysis is needed.

Stocks are securities in the form of certificates to show proof of ownership of a company. The more Stocks owned by a person in a company means the amount of money given to the company it also gets bigger, so does the person's mastery in it the company is getting higher (Parluhutan, Jauhari, Tri, 2010). Activity Stock trading is managed by capital markets. In Indonesia the capital market managed by the Indonesia Stock Exchange (IDX). Stocks keep moving along supply and demand from investors (Jogiyanto, 2010). Fahmi (2012) states that "Stocks are paper proof of ownership capital in a company that is clearly stated in nominal, name company and followed by clear rights and obligations to each the holder". If we buy stock in the company, it means we buy partial ownership of the company and we can follow suit General Meeting of Shareholders at the company.

Own Stocks have many advantages, we also get dividends from the company when the company makes a profit, as well as capital gains (profits) the difference between the purchase price and selling price of the Stocks (Puspita, Aisjah, Djazuli, & Malang, 2016).

Information regarding the factors that can affect stock prices, either directly or indirectly, is needed by investors. The better the company's performance in generating profits can increase the demand for Stocks so that the price increases. However, if the performance of the company gets worse, it can reduce the price of the Stocks concerned. In order to get results for making decisions to buy and sell stocks that are more accurate, investors usually use a combination of several indicators of technical analysis. The underlying theory is that this analysis is based on the fact that information

enters stock prices slowly, allowing investors to gain more profits than usual (excessive returns) by observing the trend of stock price movements through candlestick charts and trend lines on stock price charts.

With the development of technology and the existence of digital media today, the entertainment and film industry has shifted from analogue to digital. Of course that makes it easier for some people because they can access it directly from a smartphone but there is also opposition from some parties who do not like to use digital media, or parties who are less able to get it. The move to digital has affected the Stock value of the Media and Entertainment industry sub-sector. This study will discuss how the prospects for Stocks in the Media and Entertainment, Broadcasting, and Publishing industry sub-sectors are to assist investors in making investment decisions with technical analysis.

Investment requires internal tools implementation. Error in retrieval investment decisions will result in losses for investors, therefore stock analysis can be used to reduce the risk that exists in stock investment. Technical analysis is used to assist the process of analysis of a stock with easy and fast. One easy indicator and often used is the MACD indicator introduced by Gerald Appel in the 1970s and the RSI (Relative Strength Index) indicator by J. Welles Wilder in 1978. The accuracy of technical analysis in research previously known through close comparisons the closest price of the stock to the price of the signal indicators used. Indicator signal is said to be accurate if it is equal to the close price closest to statistical testing. Study about technical analysis with the MACD indicator and the RSI in stock trading has been several previously investigated. Most of the research states the use of MACD and RSI indicators profitable, but there are studies that stated that the indicator was not profitable.

Investment itself is a man's activity invest capital or in real assets or in the capital market. In the world of economics, investment is defined as expenditure for the purchase of capital or goods that are not currently consumed but are used for production activities to produce goods or services in the future. Investment can be referred to as capital investment. According to (Hartono, 2022) The notion of investment is delaying current consumption to be used in efficient production for a certain period of time. Meanwhile according to (Tandelilin, 2017) A commitment of funds or other resources made now (in the present) with the expectation of reaping rewards later on is

referred to as an investment. Investments are typically connected with a variety of actions that are related to purchasing alternative assets, whether they are categorized as financial assets like stocks, bonds, or mutual funds or as real assets like gold, real estate, or other real assets like land or gold. For more savvy and risk-tolerant individuals, their investment activities can also include holdings in more complicated, riskier financial instruments including warrants, options, and futures as well as global equities. (Darmawan, 2022). But in simple terms the goal of investing is to make some money in the future.

The Media and Entertainment industry sub-sector are companies that produce and distribute films, record and publish music, and music agencies. With industry code E621. With advanced technology, the entertainment and film industries are increasing, as reported by [kompas.com](https://www.kompas.com) about the revival of the film industry, because technological developments make it easier for people to access films via gadgets. In addition, data from the Central Statistics Agency (BPS) said that the most rapid development of ICT indicators was seen in household internet use which reached 78.18 percent. The growth in internet use in households was also followed by the growth in population using cell phones in 2020 reaching 62.84 percent. Computer ownership in households in 2020 has increased to 18.83 percent.

Meanwhile, the Broadcasting Sub-Industry is a company that owns radio and television stations, over the air radio and television broadcasting. The following is a list of companies and Stock Codes in the Non-Primer Consumer Goods Sector (Consumer Cyclical) and Sub-Industry E612 Broadcasting (Broadcasting).

The publishing industry sub-sector also encompasses the creation of content for books, journals, newspapers, magazines, tabloids, and digital media, as well as the work of news organizations and news consumers.

However, some of this data cannot be used as a direct reference, we must still carry out independent analysis, now in this study will discuss technical analysis for stocks in the media and entertainment, broadcasting and publishing sub-sectors. With the aim of making it easier for investors who want to invest in the entertainment and film industry sub-sectors. Investors can find out the prospects for stocks in the entertainment and film sub-sector industry for the long term by conducting technical analysis. Meanwhile, by

using technical analysis investors can find out the right decisions when investors have to buy and sell their Stocks.

According to Technical analysis, used to forecast future price patterns, is the study of market behavior as shown on charts. But there are other ways to conduct technical analysis outside analyzing price chart patterns (which is the traditional method), such as by formulating calculations for each stock indicator (modern). Technical analysis is a type of analysis that is always price oriented (opening, closing, high and low) of an investment instrument on a certain timeframe (price oriented). This analysis studies market behavior which is translated into historical price charts with the aim of predicting future prices. The price reflected in the chart is the agreed transaction price between supply and demand. Technical analysis is a study that uses price and volume as a means to predict the price of a stock in the future. Based on the definitions above, it can be concluded that this technical analysis is an analysis using stock price movements and stock price trading volume that occurred in the past or past periods.

An analysis that is frequently used is technical analysis. The ability to assess the return on investment quickly and simply makes technical analysis popular. Technical analysis uses historical market data (market value), which includes information on stock price, trading volume and other topics. Because of the quality of their data, it can be used to make investment judgments.

With Technical analysis above, we can find out the profitability of a stock and help investors in making decisions. Therefore the authors agreed to conduct research on **“Technical analysis on Service Companies in the Media and Entertainment, Broadcasting and Advertising Sector”**

1.2 PROBLEM FORMULATION

The formulation in this study is as follows:

1. What are the prospects for the Stocks of the entertainment industry, the media and entertainment, broadcasting and publishing industries, at the moment?
2. What are the consequences of technological developments on the media and entertainment, broadcasting and publishing industries?

3. What are the long-term profit opportunities for an investor in the media and entertainment, broadcasting and publishing industry sub-sectors?

1.3 RESEARCH OBJECTIVES

Based on the formulation of the problem above, the objectives of this study include the following:

1. To find out the prospects for the current period of entertainment and film industry stocks
2. To find out the impact of technological developments on the media and entertainment, broadcasting and publishing industries
3. To find out how big the long-term profit opportunities are for an investor in the media and entertainment, broadcasting and publishing industry sub-sectors.

1.4 RESEARCH BENEFITS

There are several benefits that can be drawn from this research, including:

1. Theoretical Benefits

Theoretically, it is hoped that this research will help students, lecturers and the public in carrying out new research or just for knowledge about technical analysis applied to companies in the media and entertainment, broadcasting and publishing industry sub-sectors.

2. Practical Benefits

a. For Investors

This research can help investors to measure the performance of sub-sector companies in the film entertainment industry at a time when technological developments and the digital world are rife, it can be used as a reference for determining investment decisions in companies in the media and entertainment, broadcasting and publishing industry sub-sectors.

b. For companies

This research can be used as a consideration for companies to evaluate performance so that companies can improve their performance by making policies that can cover the company's shortcomings.

1.5 TYPES OF RESEARCH

This research was conducted by describing the results of the analysis carried out (descriptive) using data in the form of numbers (quantitative) in the analysis process. Descriptive research is carried out by describing critical thinking in solving problems by looking at complete information that presents information, describes, analyzes and interprets. Research variables become a reference for elaboration in descriptive research. Descriptive research aims to describe regularly, describe according to the facts you know, the properties and phenomena that are being studied.

1.6 TYPES AND SOURCES OF DATA

The data used is valid data provided by trusted platforms or agencies. That is, these data are data that comes from external parties (secondary). Secondary data is data collected indirectly by individuals who have an interest in this information. The following are the data that will be used in this study:

- a. Fundamental indicator data is taken from the financial reports reported by the company per quarter. In addition, data originating from trusted sites that provide issuer data such as the Indonesian Stock Exchange (IDX) are also taken as complementary data.
- b. The data used for stock technical analysis is in the form of historical stock price data, which can be retrieved from trusted stock data provider sites.

1.7 RESEARCH AND SAMPLE

Media and entertainment, broadcasting and publishing industry companies listed on the Indonesia Stock Exchange in the 2019-2022 period are the population used in this study. Meanwhile, to select the sample to be used in this study, a purposive sampling technique was used in order to obtain a sample that is relevant to the research. According to (Darmawan, 2022) Purposive sampling is the selection of samples using certain categories

in which the categories are determined by the researcher concerned. The following are some of the categories used as a reference for the purposive sampling used in this study:

1. Media and entertainment, broadcasting and publishing industry companies listed on the Indonesia Stock Exchange in the 2019-2022 period.
2. Companies in the media and entertainment industry, broadcasting and publishing sectors routinely report financial reports every year for the 2019-2022 period.

Based on this category, there are 3 samples of companies in the Media and Entertainment sub-sector which routinely report their financial reports in the 2019-2022 period. These companies are:

- 1) PT. MD Pictures Tbk
- 2) PT. MNC Studios International Tbk
- 3) PT. Surya Citra Media Tbk

Then for the broadcasting sub-sector which routinely reports its financial reports in the 2019-2022 period. These companies are:

- 1) Mahaka Radio Integra Tbk.
- 2) Media Nusantara Citra Tbk.
- 3) Net Vision Media Tbk.

Then for the publishing sub-sector which regularly reports its financial reports in the 2019-2022 period. These companies are:

- 1) Mahaka Media Tbk.
- 2) Arkadia Digital Media Tbk.
- 3) Tempo Intimedia Tbk.

1.8 DATA COLLECTION TECHNIQUES

Data collection is used by using documentation techniques. Documentation is the collection of information that is carried out by collecting written documents, pictures, and other evidence related to the research being carried out. (Darmawan, 2022). to carry out technical analysis the data collected is the movement of the company's stock price in the 2019-2022 period

1.9 DATA ANALYSIS TECHNIQUES

The data analysis technique that the writer will do is a technical analysis technique using the indicators contained therein.

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AUTHOR PROFILE



Sindi Nabila

The author was born in Sukabumi, West Java on January 11, 2002. Then he started his education at SDN Hegarmanah Elementary School, Sagaranten and graduated in 2014, in the same year the writer continued his education at SMP Negeri 1 Sagaranten and successfully graduated in 2017. After Therefore, the author continued his high school education at SMK Negeri 1 Sagaranten and graduated in 2020. In the same year, the author became a student at Nusa Putra University until now. The author is registered as an active student at the Faculty of Business and Humanities, University of Nusa Putra, Department of Management. The author has high aspirations and will continue his education in Setrata 2 after graduating from Nusa Putra University.



Encep Iman Maulana

The author was born in Sukabumi, West Java on April 17, 2002. The author began his education at Madrasah Ibtidaiah (MI) Cisereuh and graduated in 2014. After that the author continued his education at MTS Al-Ihyaul Irsyad then graduated in 2014, at the same time the writer became one of the students at Darun Nadwa Islamic Boarding School, Jampang Tengah. In order to continue his education, the writer attended Al-Itihad Purabaya Vocational School and graduated in 2020. In the same year, the writer continued his studies at Nusa Putra University and won a regent scholarship for 4 years. The author is registered as an active student at the Faculty of Business and Humanities at Nusa Putra University, Department of Management.



M. Dikri Abdillah

The author was born on January 4, 2001 in Sukabumi, West Java, started his education at MI Cibatu in 2007-2013, then continued his education at MTs Baitussalam in 2013-2016, and completed his senior high school education at SMAN 1 Cisaat in 2016-2019 . Then proceed to university level in 2020 at Nusa Putra University. Until now, the author is registered as an active student at the

Faculty of Business and Humanities Management Study Program.



Gustian Djuanda

After graduating from SMA 5 Surabaya, the writer continued his education at FE UNSOED and finished in 1986. During semester 2, the writer aspired to become a lecturer with the hope of contributing to the Teaching and Learning System so that students have the provision of applied knowledge that can be used for work or business and intends to set aside part of his salary to explore Applicative Science. This was granted after being

accepted as a Lecturer at the Indonesian College of Economics, Finance and Banking (STEKPI) on January 2, 1988. The knowledge gained was useful for teaching Banking Courses and he even succeeded with Mrs. Liliek Gajatri to become a LIPI-TVRI Young Researcher Finalist in 1996. In 1988 the banking world experienced monetary turmoil so that many collapsed and on the advice of a friend, namely Mr. Irwansyah Lubis who stated that the Tax Course would not die as long as the world existed, the Author took the AB Brevet Course at the Artha Bakti Foundation in 1999 and was given the opportunity to teach Mathematics Tax Lecture by STEKPI Leaders. Two years after teaching the Taxation Course and with the provision of a module made with Mr. Irwansyah Lubis who happens to be an Extension Director General of Taxes, the Author tries to offer the Taxation Module that has been made to Gramedia Pustaka Utama Publishers.

The author continued his Masters in Management UI Education in 1992 and graduated with expertise in the field of Financial Management, especially Investment and Portfolio as a Study in his Thesis

Finally, he completed his Doctoral Degree in Islamic Economics at UIN Jakarta 2005-2010 with a dissertation on Performance Assessment of Islamic Banks using the Balanced Scorecard. Several Book Chapters in Finance and Business have been published. Currently, together with students, they are trying to publish an E Book Monograph as one of the reference materials for students in the Management Study Program to increase their expertise in Finance both as Entrepreneurs and as Professionals in the company where they work. Thank God the author also became a Visiting Lecturer at the Islamic Business School College of Business, Universiti Utara Malaysia in 20010-2012

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