

## **ABSTRACT**

*This thesis analyzes the fair prices of four company shares in Cement Sub Sector, namely Indocement Tungal Prakarsa (INTP), Semen Baturaja Tbk (SMBR), Holcim Indonesia Tbk (SMCB) and Semen Indonesia Tbk (SMGR) using the Discounted Cash Flow (DCF) Free Cash Flow to Firm (FCFF) method and Relative Valuation (RV) approaches; Price to Earning Ratio (PER) and Price to Book Value (PBV). Then authors provides recommendations to investors whether the four stock values are in an overvalued, fairvalued, or undervalued condition and recommend follow-up to the valuation results.*

*Each uses three scenarios; optimistic scenario, moderate scenario and pessimistic scenario. The basis of the estimation is an analysis of the financial statements of the four companies in the period 2013 to 2018, to conduct a fair valuation of shares in 2019.*

*The results of this study indicate that the stock market price of January 2, 2019 when compared to the fair value of stock valuations using DCF-FCFF, so INTP, SMCB, SMBR overvalued, and SMGR undervalued in all scenarios, optimistic, moderate and pessimistic. While relative valuation using PER, so INTP, SMGR, SMCB, SMBR are overvalued, for all scenarios. Lastly, relative valuations using PBV in optimistic scenario so INTP, SMGR are undervalued, and SMCB, SMBR overvalued. In a moderate and pessimistic scenario the INTP, SMGR, SMCB, SMBR are overvalued.*

**Keywords:** *DCF-FCFF, Relative Valuation -PER, PBV, Cement*