

ABSTRACT

The COVID-19 pandemic has affected a number of activities in Indonesia, particularly economic activities. Transactions on the capital market also have an impact, one of the financial assets that is affected by a pandemic is the stock price. In this study, an analysis was conducted to determine if the COVID-19 pandemic could actually affect stocks, and we focused on mining sector companies which work on metal and mineral products. We make an assumption that COVID-19 pandemic was occurred in Indonesia on March 2020 and we observe the fluctuation of price stock a year before and after Pandemic epidemics in Indonesia with Wilcoxon Test on each Company's price stock. The result of this study is not only to show whether a pandemic could affect the price stock or not. It provides strategies for the company to survive during the COVID-19 pandemic. And also AHP and SWOT analysis tests are performed.

Keywords: Stock price, Covid-19 , SWOT Analysis.