



FORM PENGAJUAN KONTEN HAKI

No. Dokumen: SPT-15/PM-01/SOP-08/Form-02-Rev.0

DETAIL MATA KULIAH

Fakultas : Bisnis
Program Studi : Manajemen
Semester : 6
Kode Mata Kuliah : EM 803
Mata Kuliah : Fundamental of Investment
Dosen : Dr Florentina Kurniasari T., S.Sos., MBM

DEVELOPMENT TEAM

Ahli Materi : Dr Florentina Kurniasari T., S.Sos., MBM
Instructional Designer : Vina Rulina, S.Kep., Ners
Videografer : Marcella Afra Henza, S.Ds
Desainer Grafis : MM Production

The screenshot shows a web browser window with two tabs: 'Inbox - florentina@umn.ac.id - U' and 'EM308: Pendahuluan'. The address bar shows the URL 'dl.umn.ac.id/trial/mod/page/view.php?id=3897'. The page header is 'Digital Learning UMN' with a 'Helpcenter' link and 'Log in' and 'Create new account' buttons. A sidebar on the left lists 'Course Overview' and 'SECTIONS' with items 1 through 9. The main content area features a banner for 'Week 09 ANALISIS INDUSTRI' with an illustration of a woman pointing at a screen. Below the banner, the text reads: 'Tujuan Pembelajaran: Mahasiswa dapat memahami analisis industri sebagai pertimbangan investasi.' 'Pengantar: Analisis industri merupakan salah satu bagian dalam analisis fundamental, biasanya dilakukan setelah melakukan analisis ekonomi. Dalam pertemuan ini materi yang dibahas adalah: 1. Analisis Industri untuk Seleksi Sekuritas 2. Tingkat Persaingan dan Efeknya terhadap Return Industri' 'Referensi: 1. Charles P. Jones, Investments: Principles and Concepts, 11th Edition, John Wiley & Sons' and 'Last modified: Thursday, 17 December 2020, 8:54 AM'. The Windows taskbar at the bottom shows the search bar and various application icons.

Gambar 1. Pendahuluan masuk ke dalam pertemuan Ke-1. Analisis Industri

The screenshot shows a web browser window with multiple tabs. The active tab is titled 'Course: Fundamental of Investment' and the address bar shows 'dl.umn.ac.id/trial/course/view.php?id=45#section-0'. The page header is 'Digital Learning UMN' with a 'Helpcenter' link and 'Log in' and 'Create new account' buttons. A sidebar on the left lists various sessions from 'Pertemuan ke 01' to 'Pertemuan ke 10'. The main content area features a banner for 'ANALISIS INDUSTRI' with a background illustration of business people. Below the banner, a welcome message states: 'Selamat datang dalam *online learning* mata kuliah **Fundamental of Investment**, dalam pertemuan ini Anda akan mempelajari **Analisis Industri**. Untuk lebih jelasnya, silahkan Anda pelajari materi di bawah ini.'

- Pendahuluan
- [Slide] Minggu 09-Analisis Industri
- HeP Analisis Industri untuk Seleksi Sekuritas
- HeP Tingkat Persaingan dan Efeknya terhadap Return Industri

Setelah Anda mempelajari materi, ikutilah Forum Diskusi, Tugas Online, dan Kuis di bawah ini untuk melengkapi dan mengevaluasi kegiatan belajar Anda.

- Forum Diskusi Pertemuan 09
- Tugas Pertemuan 09
- Kuis Pertemuan 09

Two blue error messages are displayed: 'Not available unless: The activity Analisis Industri untuk Seleksi Sekuritas is marked complete' and 'Not available unless: The activity Tingkat Persaingan dan Efeknya terhadap Return Industri is marked complete'. A third error message at the bottom reads: 'Not available unless: The activity Tugas Pertemuan 09 is marked complete'. A Windows taskbar is visible at the bottom with the date '20/02/2021' and time '15:10'.

Gambar 2. Aktivitas Perkuliahan E-learning Analisa Industri (Minggu ke-9)

The image shows a screenshot of a web browser displaying a PowerPoint presentation. The browser's address bar shows the URL dl.umn.ac.id/trial/mod/resource/view.php?id=3898. The page header includes 'Digital Learning UMN' and 'Helpcenter'. The presentation is titled '[Slide] Minggu 09-Analisis Industri'. The slide content includes the course title 'Fundamental of Investment - EM308', the university logo 'UMN UNIVERSITAS MULTIMEDIA NUSANTARA', and the presenter's name 'Dr. Florentina Kurniasari, S.Sos., M.B.M.'. The slide is labeled 'OVERVIEW' and '2/36'. The date '10/11/2020' is also visible. The presentation is displayed in a viewer window within a Digital Learning UMN interface. The slide content includes the course title 'Fundamental of Investment - EM308', the university logo 'UMN UNIVERSITAS MULTIMEDIA NUSANTARA', and the presenter's name 'Dr. Florentina Kurniasari, S.Sos., M.B.M.'. The slide is labeled 'OVERVIEW' and '2/36'. The date '10/11/2020' is also visible.

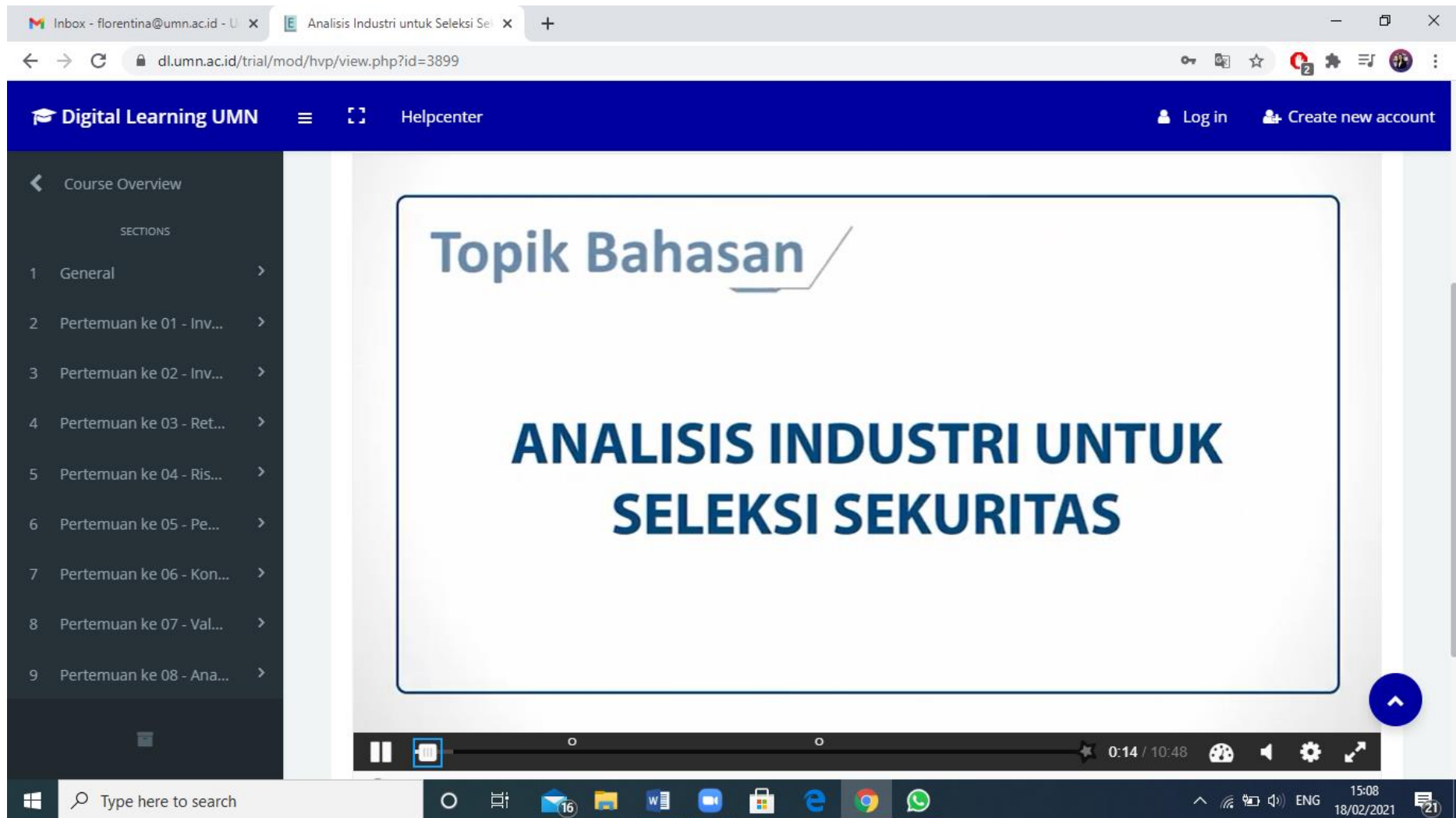
Gambar 3. Bahan Ajar Materi PPT Analisis Industri (Minggu ke-9)

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the text "Digital Learning UMN" and "Helpcenter". The video player interface shows a video titled "ANALISIS INDUSTRI UNTUK SELEKSI SEKURITAS" with a play button in the center. The video content features a woman in a business suit holding a folder, surrounded by icons of gears, a calculator, and gold coins labeled "Rp". The video player controls at the bottom show a progress bar at 0:00 / 10:48. The Windows taskbar at the bottom of the screen displays the search bar and various application icons.

Gambar 4. Screenshoot Video Pembelajaran- Part 1- Analisa Industri - Opening

The screenshot shows a web browser window with two tabs: 'Inbox - florentina@umn.ac.id' and 'Analisis Industri untuk Seleksi Sel...'. The address bar shows 'dl.umn.ac.id/trial/mod/hvp/view.php?id=3899'. The page header is 'Digital Learning UMN' with a 'Helpcenter' link and 'Log in' and 'Create new account' buttons. A sidebar on the left lists course sections: 'Course Overview', 'SECTIONS', and a list of 9 meetings. The main content area displays a video player. The video frame shows a diagram with the title 'Fundamental of Investment' and 'EM803' in a box below it. The diagram includes terms: 'organization', 'management', 'account', 'result input', and 'finance'. The video player controls at the bottom show a play button, a progress bar at 0:10 / 10:48, and a volume icon. The Windows taskbar at the bottom shows the search bar, task view, and several application icons (mail, file explorer, Word, Teams, Edge, Chrome, WhatsApp). The system tray shows the time as 15:07 on 18/02/2021.

Gambar 5. Screenshoot Video Pembelajaran- Part 1- Analisa Industri - Opening



Gambar 6. Screenshoot Video Pembelajaran- Part 1- Analisa Industri - Opening

The screenshot shows a web browser window with the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header is "Digital Learning UMN" with a "Helpcenter" link and "Log in" / "Create new account" options. A sidebar on the left lists course sections from "General" to "Pertemuan ke 08 - Ana...". The main content is a video player showing a woman, Florentina Kurniasari, with a name and title overlay: "Florentina Kurniasari, Dosen Fundamental of Investment". The video player has a progress bar at 0:20 / 10:48. The Windows taskbar at the bottom shows the time as 15:08 on 18/02/2021.

Gambar 7. Screenshoot Video Pembelajaran- Part 1- Analisa Industri – Perkenalan Dosen Pengampu

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the logo for 'Digital Learning UMN' and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left side, there is a sidebar menu with 'Course Overview' and a list of sections from '1 General' to '9 Pertemuan ke 08 - Ana...'. The video player itself shows a slide with the title 'ANALISIS INDUSTRI' and the UMN logo. The slide contains an illustration of a woman with a magnifying glass, gears, and a bar chart with 'Rp' labels. Two text boxes on the slide contain the following Indonesian text: 'Salah satu bagian dalam analisis fundamental.' and 'Dilakukan setelah kita melakukan analisis ekonomi.' The video player interface includes a progress bar at 0:57 / 10:48 and a Windows taskbar at the bottom with the system clock showing 15:09 on 18/02/2021.

Gambar 8. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The video player interface includes a dark blue header with the text "Digital Learning UMN" and "Helpcenter", and a navigation sidebar on the left with a "Course Overview" section and a list of nine "Pertemuan" (meetings) from "General" to "Ana...". The video content is a slide titled "ANALISIS INDUSTRI" with the UMN logo in the top left. The slide features an illustration of a woman with a magnifying glass, gears, and a bar chart with "Rp" labels. Two text boxes on the right contain the following text:

- Investor membandingkan kinerja dari berbagai industri.
- Masalah pengelompokan industri menjadi semakin rumit ketika berhadapan dengan banyak perusahaan yang mempunyai beraneka ragam lini bisnis.

The video player controls at the bottom show a progress bar at 1:20 / 10:48, a volume icon, and a settings icon. The Windows taskbar at the bottom includes a search bar, taskbar icons for various applications, and system tray information showing the time as 15:09 on 18/02/2021.

Gambar 9. Screenshot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the logo for Digital Learning UMN and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left side, there is a sidebar menu with 'Course Overview' and a list of sections from '1 General' to '9 Pertemuan ke 08 - Ana...'. The main content area displays a video player with a slide titled 'SISTEM KLASIFIKASI INDUSTRI'. The slide features the UMN logo and a hierarchical tree diagram with a red root node, two green intermediate nodes, and four yellow leaf nodes. To the right of the diagram, there are three text boxes: 'Sistem *Standard Industrial Classification* (SIC)', 'Data sensus dan pengklasifikasian perusahaan berdasarkan produk dasar yang dihasilkan.', and 'Standar untuk mengelompokan industri di Bursa Efek Indonesia (BEI) adalah **Jakarta Stock Exchange Sectoral Industry Classification (JASICA)**'. The video player controls at the bottom show a progress bar at 1:47 / 10:48 and various icons for play, volume, and settings. The Windows taskbar at the bottom of the screen shows the search bar and several application icons.

Gambar 10. Screenshot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a video player interface within a web browser. The browser's address bar displays the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the 'Digital Learning UMN' logo and navigation options like 'Helpcenter', 'Log in', and 'Create new account'. On the left, a sidebar menu lists 'Course Overview' and 'SECTIONS' with items from 'General' to 'Pertemuan ke 08 - Ana...'. The main content area features a video player with a slide titled 'KLASIFIKASI INDUSTRI DI INDONESIA MENURUT JASICA'. The slide content is as follows:

- UMN** EM FDI VHD M09 P01 041220 V00 UP
- KLASIFIKASI INDUSTRI DI INDONESIA MENURUT JASICA**
- PERTANIAN**
 - 1.1. Pertanian
 - 1.2. Perkebunan
 - 1.3. Peternakan
 - 1.4. Perikanan
 - 1.5. Kehutanan
 - 1.6. Lain-lain yang belum beridentifikasi
- PERTAMBANGAN**
 - 2.1. Pertambangan batu bara
 - 2.2. Pertambangan minyak dan gas bumi
 - 2.3. Pertambangan logam dan mineral lainnya
 - 2.4. Penggalian batu atau tanah
 - 2.5. Lain-lain yang belum beridentifikasi
- INDUSTRI DASAR DAN KIMIA**
 - 3.1. Semen
 - 3.2. Keramik, gelas, porselen
 - 3.3. Produk logam dan sejenisnya
 - 3.4. Kimia
 - 3.5. Plastik
 - 3.6. Pakan ternak
 - 3.7. Industri kayu dan pengolahannya
 - 3.8. Pulp dan kertas
 - 3.9. Lain-lain yang belum beridentifikasi
- ANEKA INDUSTRI**
 - 4.1. Mesin dan alat berat
 - 4.2. Otomotif dan komponennya
 - 4.3. Tekstil dan garmen
 - 4.4. Alas kaki
 - 4.5. Kabel
 - 4.6. Elektronik
 - 4.7. Lain-lain yang belum beridentifikasi
- INDUSTRI BARANG KONSUMSI**
 - 5.1. Makanan dan minuman
 - 5.2. Industri tembakau
 - 5.3. Farmasi
 - 5.4. Kosmetik dan barang keperluan rumah tangga
 - 5.5. Lain-lain yang belum beridentifikasi
- KONSTRUKSI, PROPERTI, DAN REAL ESTAT**
 - 6.1. Konstruksi
 - 6.2. Properti dan real estat
 - 6.3. Lain-lain yang belum beridentifikasi

The video player controls at the bottom show a progress bar at 2:28 / 10:48, a play button, and a volume icon. The Windows taskbar at the very bottom includes a search bar and various application icons.

Gambar 11. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the logo for Digital Learning UMN, a Helpcenter link, and options for Log in and Create new account. On the left, a sidebar menu lists course sections from 'General' to 'Pertemuan ke 08 - Ana...'. The video player displays a slide with the following content:

EM FDI VHD M09 P01 041220 V00 UP

Saham di BEI dibedakan antara saham perusahaan swasta dan BUMN (incaran dan favorit investor).

PERSENTASE NILAI KAPITALISASI SAHAM BUMN (2020):

- 34 Emiten BUMN, total kapitalisasi Rp1.600 Triliun.
- 13 Emiten BUMN terdaftar dalam Indeks LQ45.
- Lebih dari 25% menguasai kapitalisasi pasar.
- Top ten terbesar: **BBRI, BBNI, TLKM, BMRI.**
- Gap Funding Rp500 Triliun.
- IDX BUMN 20 mencatat 20 BUMN yang memiliki kinerja terbaik.

The video player interface includes a play button, a progress bar at 4:04 / 10:48, and a YouTube logo. The Windows taskbar at the bottom shows the search bar and various application icons.

Gambar 12. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the 'Digital Learning UMN' logo, a 'Helpcenter' link, and user options for 'Log in' and 'Create new account'. On the left, a sidebar lists 'Course Overview' and 'SECTIONS' with nine items, each with a right-pointing arrow. The video player displays a slide with the following content:

- EM FDI VHD M09 P01 041220 V00 UP**
- PENTINGNYA ANALISIS INDUSTRI**
- Meminimalkan risiko.
- Mengidentifikasi industri yang mempunyai prospek menguntungkan.
- Perlu diikuti analisis perusahaan untuk menentukan saham yang kombinasi *return*-risiko terbaik.

The video player interface includes a 'Copy link' button, a 'YouTube' logo, and a progress bar showing 4:31 / 10:48. The Windows taskbar at the bottom shows the search bar and various application icons.

Gambar 13. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the logo for Digital Learning UMN and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left, a sidebar menu lists 'Course Overview' and 'SECTIONS' with items from 'General' to 'Pertemuan ke 08 - Ana...'. The video player displays a slide with the title 'Kesimpulan Analisis Industri' and five bullet points, each preceded by a magnifying glass icon. The bullet points are: 1. 'Industri yang berbeda mempunyai tingkat *return* berbeda pula.' 2. 'Tingkat *return* masing-masing industri **berbeda di setiap tahunnya**.' 3. 'Tingkat *return* yang **BERAGAM** di perusahaan-perusahaan yang berada **di suatu industri yang sama**.' 4. '**Tingkat risiko** berbagai industri juga **beragam**.' 5. '**Tingkat risiko** suatu industri relatif **stabil** sepanjang waktu.' The video player interface includes a progress bar at 5:02 / 10:48, a YouTube logo, and a 'Copy link' button. The Windows taskbar at the bottom shows the search bar and various application icons.

Course Overview

SECTIONS

- 1 General >
- 2 Pertemuan ke 01 - Inv... >
- 3 Pertemuan ke 02 - Inv... >
- 4 Pertemuan ke 03 - Ret... >
- 5 Pertemuan ke 04 - Ris... >
- 6 Pertemuan ke 05 - Pe... >
- 7 Pertemuan ke 06 - Kon... >
- 8 Pertemuan ke 07 - Val... >
- 9 Pertemuan ke 08 - Ana... >

Kesimpulan Analisis Industri

- 1. Industri yang berbeda mempunyai tingkat *return* berbeda pula.
- 2. Tingkat *return* masing-masing industri **berbeda di setiap tahunnya**.
- 3. Tingkat *return* yang **BERAGAM** di perusahaan-perusahaan yang berada **di suatu industri yang sama**.
- 4. **Tingkat risiko** berbagai industri juga **beragam**.
- 5. **Tingkat risiko** suatu industri relatif **stabil** sepanjang waktu.

5:02 / 10:48

ENG 15:12 18/02/2021

Gambar 14. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window with the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes 'Digital Learning UMN' and 'Helpcenter'. A sidebar on the left lists course sections, with 'Pertemuan ke 02 - Inv...' selected. The main content area displays a video player with a slide titled 'ESTIMASI TINGKAT KEUNTUNGAN INDUSTRI'. The slide features a large red circle with the number '2' and the text 'Langkah'. Two callout boxes describe the steps: 'Mengestimasi *earning per share (EPS)* yang diharapkan dari suatu industri.' and 'Mengestimasi *price earning ratio (P/E)* yang diharapkan (*expected earning multiplier*) industri.' The video player interface shows a progress bar at 5:25 / 10:48 and a YouTube logo.

Gambar 15. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

Inbox - florentina@umn.ac.id - U x Analisis Industri untuk Seleksi Sei x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3899

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P01 041220 V00 UP

ESTIMASI TINGKAT KEUNTUNGAN INDUSTRI

UMN

Copy link

Tingkat *return* yang diharapkan dari suatu industri = Nilai akhir yang diharapkan dari suatu industri + Dividen yang diharapkan dari industri - Nilai awal industri pada periode sebelumnya

YouTube

5:45 / 10:48

Type here to search

16

ENG 15:13 18/02/2021

Gambar 16. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

Inbox - florentina@umn.ac.id - U x Analisis Industri untuk Seleksi Sei x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3899

Digital Learning UMN Helpcenter Log in Create new account

Course Overview

SECTIONS

- 1 General
- 2 Pertemuan ke 01 - Inv...
- 3 Pertemuan ke 02 - Inv...
- 4 Pertemuan ke 03 - Ret...
- 5 Pertemuan ke 04 - Ris...
- 6 Pertemuan ke 05 - Pe...
- 7 Pertemuan ke 06 - Kon...
- 8 Pertemuan ke 07 - Val...
- 9 Pertemuan ke 08 - Ana...

EM FDI VHD M09 P01 041220 V00 UP

ESTIMASI TINGKAT KEUNTUNGAN INDUSTRI

UMN

Copy link

Menentukan industri yang layak =

Tingkat *return* harapan dari industri

Tingkat *return* yang disyaratkan investor

YouTube

6:00 / 10:48

Type here to search

16

ENG 15:13 18/02/2021

Gambar 17. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

Inbox - florentina@umn.ac.id - U x Analisis Industri untuk Seleksi Sei x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3899

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P01 041220 V00 UP

ESTIMASI EARNING PER SHARE INDUSTRI

Copy link

3 Langkah

- Daur hidup industri (*industry life cycle*)
- Analisis *input-output*
- Hubungan antara industri dengan ekonomi secara keseluruhan

Investor dapat mengkombinasikannya untuk mendapatkan gambaran lengkap mengenai posisi dan prospek industri dalam berbagai skenario.

YouTube

6:37 / 10:48

Type here to search

16 ENG 15:14 18/02/2021

Gambar 18. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL dl.umn.ac.id/trial/mod/hvp/view.php?id=3899. The page header includes the logo for Digital Learning UMN and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left, a sidebar menu lists 'Course Overview' and 'SECTIONS' with items from '1 General' to '9 Pertemuan ke 08 - Ana...'. The video player displays a slide with the following content:

- DAUR HIDUP INDUSTRI**
- Tahap Permulaan (Introduction)**
- Masa-masa awal perkembangan sebuah industri.
- Pertumbuhan penjualan sangat kecil.
- Profit yang dihasilkan negatif.
- Perusahaan harus menutupi biaya promosi dan produksi di awal pertumbuhan.

The video player interface includes a progress bar at 7:12 / 10:48, a YouTube logo, and a Windows taskbar at the bottom with the date 18/02/2021 and time 15:14.

Gambar 19. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes 'Digital Learning UMN' and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. A sidebar on the left lists course sections, with 'General' selected. The video player displays a slide with the following content:

- DAUR HIDUP INDUSTRI**
- Tahap Pertumbuhan (Growth)**
- Penjualan tumbuh sangat cepat.
- Permintaan semakin meningkat.
- Perusahaan sudah mengalami profit apabila berhasil menjual produk.
- Ada pesaing di industri yang sama.
- Perusahaan harus melakukan inovasi dan pengembangan produk terus menerus.

The video player interface includes a progress bar at 7:49 / 10:48, a YouTube logo, and a Windows taskbar at the bottom with the system clock showing 15:14 on 18/02/2021.

Gambar 20. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes 'Digital Learning UMN' and 'Helpcenter'. The video player interface shows a slide with the following content:

- DAUR HIDUP INDUSTRI**
- Tahap Kedewasaan (Mature)**
- EM FDI VHD M09 P01 041220 V00 UP
- UMN
- Characteristics of the Mature Stage:
 - Pertumbuhan penjualan mulai menurun.
 - Permintaan yang sudah relatif stabil.
 - Pertumbuhan profit mulai menurun.
 - Tingkat keuntungan yang normal.

The video player controls at the bottom show a progress bar at 8:07 / 10:48 and a YouTube logo.

Gambar 21. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes 'Digital Learning UMN' and 'Helpcenter'. The video player interface shows a slide with the following content:

- DAUR HIDUP INDUSTRI**
- Tahap Stabil**
- Tahap paling panjang.
- Pertumbuhan industri cenderung sama dengan pertumbuhan ekonomi secara keseluruhan.
- Besarnya pertumbuhan penjualan berbeda satu dengan yang lain, tergantung kemampuan manajerial.

The video player includes a progress bar at the bottom, showing a duration of 8:27 / 10:48. The Windows taskbar at the bottom of the screen shows the time as 15:15 on 18/02/2021.

Gambar 22. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The page header includes the logo for Digital Learning UMN and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left, a sidebar menu lists 'Course Overview' and 'SECTIONS' with items from '1 General' to '9 Pertemuan ke 08 - Ana...'. The video player displays a slide with the title 'DAUR HIDUP INDUSTRI' and a sub-section 'Tahap Penurunan'. The slide content includes the UMN logo, a course ID 'EM FDI VHD M09 P01 041220 V00 UP', and four bullet points:

- Tingkat penjualan dan profit menurun.
- Ada perusahaan mulai keluar dari industri.
- Investor mulai berpikir mencari alternatif industri yang lebih menguntungkan atau melakukan divestasi (menjual) perusahaannya.
- Salah satu penyebabnya adalah tidak mampu melakukan inovasi sehingga tidak mampu bersaing

The video player interface includes a play button, a progress bar showing 9:12 / 10:48, and a YouTube logo. The Windows taskbar at the bottom shows the search bar and various application icons.

Gambar 23. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

Inbox - florentina@umn.ac.id - U x Analisis Industri untuk Seleksi Sei x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3899

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P01 041220 V00 UP

ANALISIS INPUT-OUTPUT

Copy link

- ◆ **INPUT** : Identifikasi pemasok (*supplier*) dan **OUTPUT** : konsumen dari suatu industri
- ◆ Dapat mengestimasi permintaan konsumen di masa datang serta kemampuan pemasok memenuhi kebutuhan konsumen dalam industri.
- ◆ Informasi ini dapat digunakan untuk memperkirakan tingkat penjualan dan keuntungan di masa datang.

YouTube

Type here to search

16 ENG 15:16 18/02/2021 21

Gambar 24. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3899`. The video player interface includes a navigation menu on the left with 'Course Overview' and 'SECTIONS' containing items like 'General', 'Pertemuan ke 01 - Inv...', etc. The video content is a slide with the title 'ANALISIS HUBUNGAN INDUSTRI DAN EKONOMI' and two bullet points:

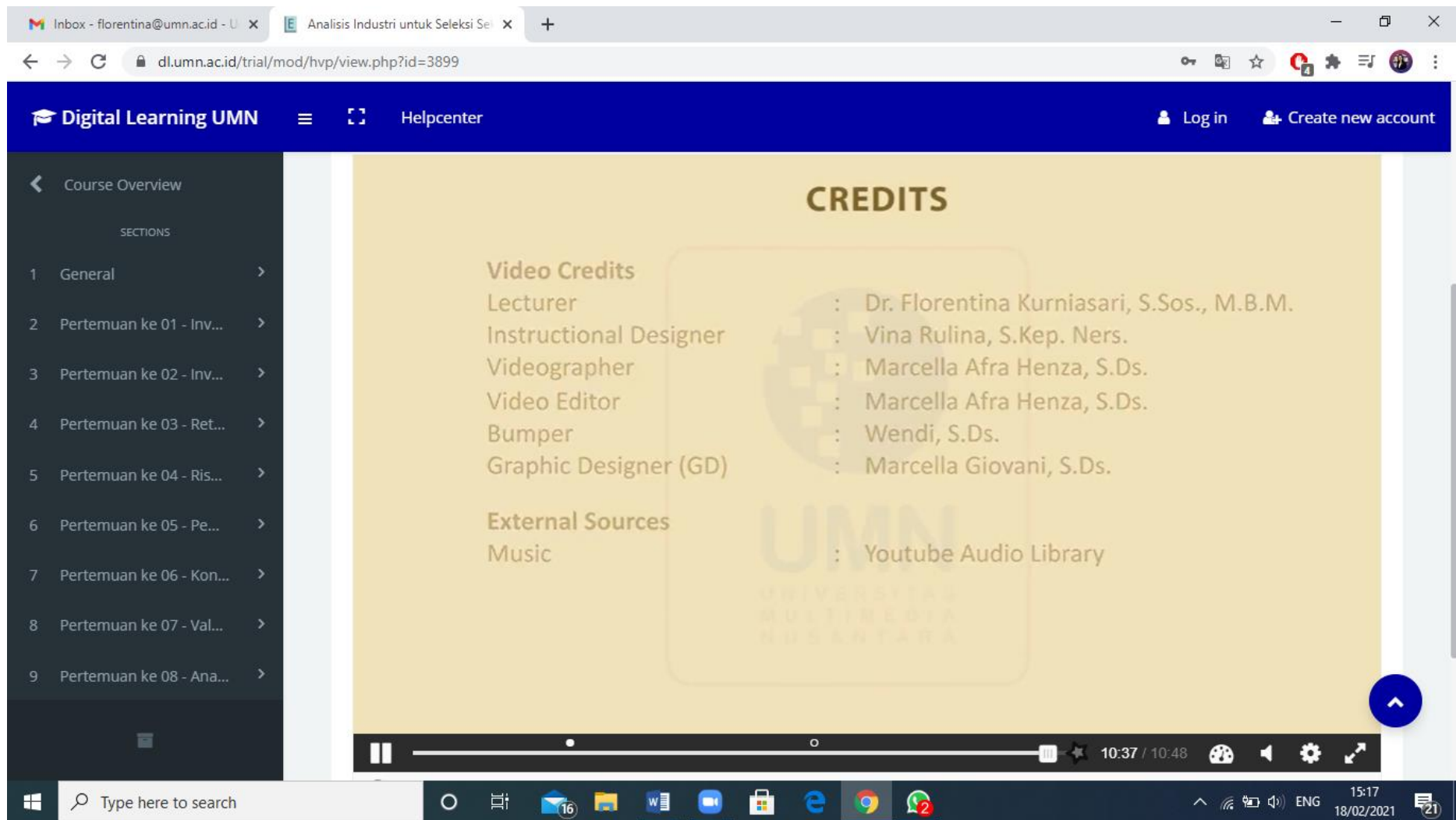
- ◆ Membandingkan tingkat penjualan industri dengan kondisi perekonomian secara keseluruhan yang berhubungan dengan barang dan jasa yang diproduksi oleh industri tersebut.
- ◆ Asumsi bahwa kondisi perekonomian di mana suatu industri beroperasi akan terkait dengan penjualan dan keuntungan suatu industri.

The video player controls at the bottom show a progress bar at 10:17 / 10:48 and a YouTube logo. The Windows taskbar at the bottom displays the search bar and various application icons.

Gambar 25. Screenshoot Video Pembelajaran- Part 1- Analisa Industri

The screenshot displays a web browser window with the URL dl.umn.ac.id/trial/mod/hvp/view.php?id=3936. The page header features the 'Digital Learning UMN' logo and a 'Helpcenter' link. A navigation sidebar on the left lists course sections, including 'General', 'Pertemuan ke 01 - Inv...', and 'Investasi'. The main content area shows a video player with the title 'REFERENSI' and a 'Copy link' button. The video content displays the text 'Charles P. Jones, Investments: Principles and Concepts, 11th Edition, John Wiley & Sons' over a background image of a book cover. The video player interface includes a progress bar, a volume icon, and a 'Copy link' button. The Windows taskbar at the bottom shows the time as 10:29 on 16/02/2021.

Gambar 26. Screenshot Video Pembelajaran- Part 1- Analisa Industri



Gambar 27. Screenshot Credit Title Video Pembelajaran- Part 1- Analisa Industri

The screenshot displays a web browser window with two tabs: 'Inbox - florentina@umn.ac.id' and 'Analisis Industri untuk Seleksi Sel...'. The address bar shows the URL 'dl.umn.ac.id/trial/mod/hvp/view.php?id=3899'. The page header includes 'Digital Learning UMN', a 'Helpcenter' link, and 'Log in' and 'Create new account' buttons. A sidebar on the left lists course sections from 'General' to 'Pertemuan ke 08 - Ana...'. The main content area shows a video player with a credit title slide. The slide title is 'EM FDI VHD M09 P01 041220 V00 UP CREDITS'. The slide content is as follows:

Learning Management System	
Administrator	: Christian Orvin, S.Kom.
Technical Support	: Christian Orvin, S.Kom.
Programmer	: Patricko Franschay, S.Kom. Steven Wijaya, S.Kom.
Web Designer	: Marcia Devana, S.Ds.
Content Management Officer	: Arabella Margaret Salim, S.Kom.
Section Credits	
Graphic Designer:	
Web Banner Designer	: Marcella Giovani, S.Ds.
Thumbnail Designer	: Marcella Giovani, S.Ds.
Presentation Designer	: Marcella Giovani, S.Ds.
Instructional Designer	: Vina Rulina, S.Kep. Ners.
Managing Director	: Riatun, S.Sos., M.I.kom.

The video player shows a progress bar at 10:40 / 10:48. The Windows taskbar at the bottom shows the search bar, task view, and various application icons. The system tray shows the time 15:17 on 18/02/2021.

Gambar 28. Screenshoot Credit Title Video Pembelajaran - Part 1- Analisa Industri

Tingka

Inbox - florentina@umn.ac.id - U x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

Course Overview

SECTIONS

- 1 General >
- 2 Pertemuan ke 01 - Inv... >
- 3 Pertemuan ke 02 - Inv... >
- 4 Pertemuan ke 03 - Ret... >
- 5 Pertemuan ke 04 - Ris... >
- 6 Pertemuan ke 05 - Pe... >
- 7 Pertemuan ke 06 - Kon... >
- 8 Pertemuan ke 07 - Val... >
- 9 Pertemuan ke 08 - Ana... >

FUNDAMENTAL OF INVESTMENT EM FDI VHD M09 P02 071220 V00 UP ANALISIS INDUSTRI Copy link

TINGKAT PERSAINGAN DAN EFEKNYA TERHADAP RETURN INDUSTRI

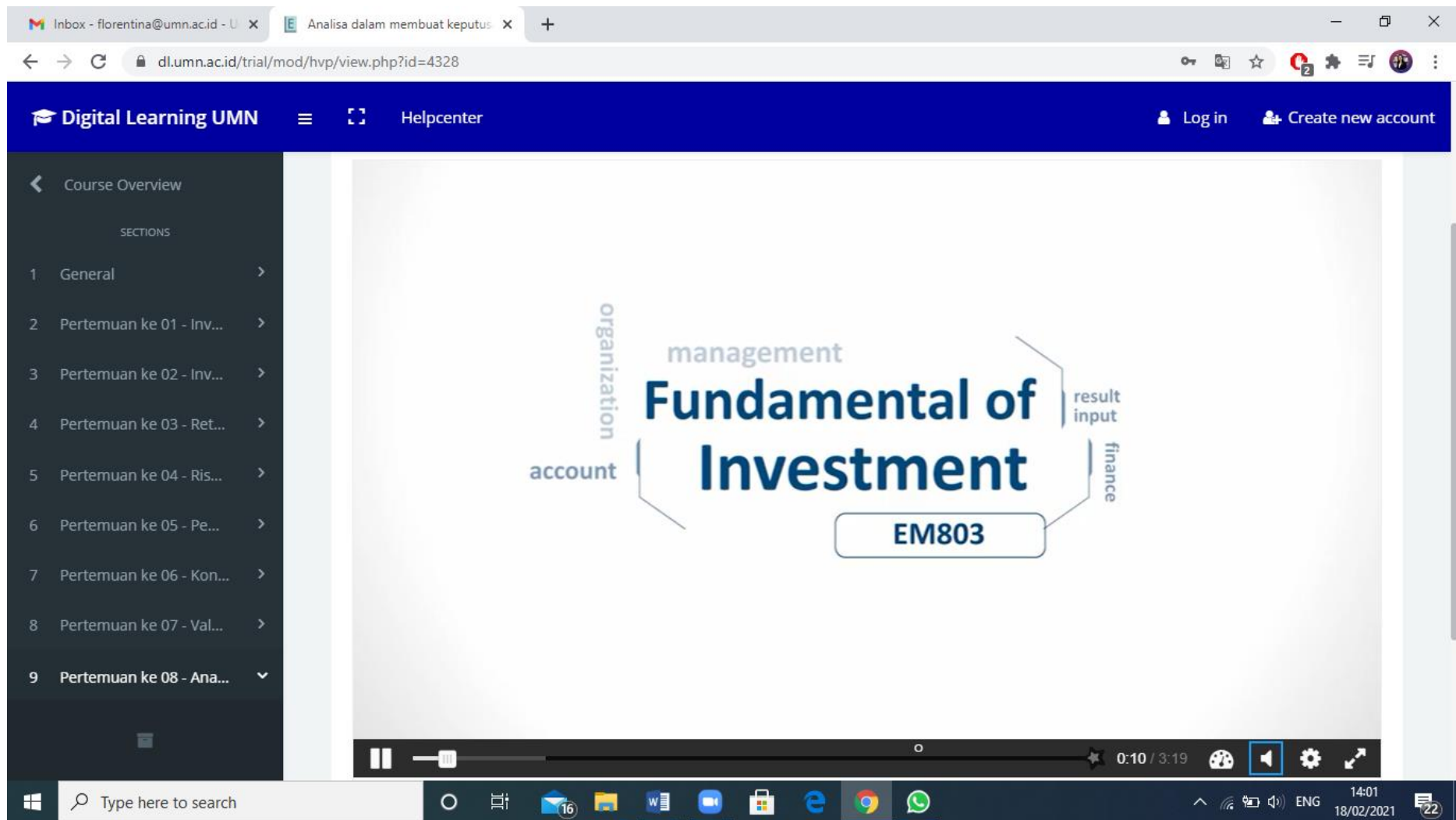
0:00 / 8:16

Type here to search

16 W U e Chrome 2

15:18 18/02/2021 21

Gambar 29. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri – Opening



Gambar 30. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri – Opening

The image is a screenshot of a web browser displaying a video player. The browser's address bar shows the URL dl.umn.ac.id/trial/mod/hvp/view.php?id=3900. The page header includes the logo for 'Digital Learning UMN' and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left side, there is a sidebar menu with 'Course Overview' and a list of sections numbered 1 to 9. The main content area features a video player with a slide. The slide has a title 'Topik Bahasan' and a large, bold, blue heading: 'TINGKAT PERSAINGAN DAN EFEKNYA TERHADAP RETURN INDUSTRI'. The video player interface includes a play button, a progress bar showing 0:14 / 8:16, and a 'Copy link' button. The Windows taskbar at the bottom shows the search bar and various application icons.

Gambar 31. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri – Opening

Inbox (2) - florentina@umn.ac.id x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP

ANALISIS FIVE FORCES RIVALRY

Copy link

5 Faktor

- Ancaman adanya pemain baru
- Daya tawar (*bargaining power*) pembeli
- Persaingan di antara pemain yang ada
- Ancaman adanya barang atau jasa substitusi
- Daya tawar (*bargaining power*) pemasok

Lima kekuatan persaingan akan **menentukan profitabilitas** industri karena **memiliki pengaruh** terhadap komponen *Return on Investment (ROI)* dalam suatu industri.

YouTube

1:37 / 8:16

Type here to search

16 ENG 15:55 18/02/2021

Gambar 32. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox (2) - florentina@umn.ac.id x Tingkat Persaingan dan Efeknya x + dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP

LIMA FAKTOR PERSAINGAN

Ancaman Pemain Baru

Pemain baru potensial

Bargaining Power

Pemasok

PESAING INDUSTRI
Persaingan antara perusahaan dalam industri

Bargaining Power

Pembeli

Barang substitusi

Ancaman Barang Substitusi

YouTube

1:49 / 8:16

Type here to search

16 ENG 15:55 18/02/2021

Gambar 33. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox (2) - florentina@umn.ac.id x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP

Copy link

1

Persaingan antara Perusahaan yang ada dalam Industri

Persaingan meningkat jika terdapat banyak perusahaan yang ukurannya relatif sama bersaing dalam industri tersebut.

Persaingan juga akan dipengaruhi oleh pertumbuhan industri dan biaya tetap, serta hambatan untuk keluar dari industri.

YouTube

2:08 / 8:16

Type here to search

16 ENG 15:55 18/02/2021 21

Gambar 34. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox (2) - florentina@umn.ac.id x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP Copy link

1

Persaingan antara Perusahaan yang ada dalam Industri

Tingginya biaya tetap akan mendorong peningkatan persaingan.

Mengharuskan perusahaan untuk memproduksi dengan kapasitas penuh.

YouTube

2:20 / 8:16

Type here to search

16 ENG 15:56 18/02/2021 21

Gambar 35. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

The screenshot shows a web browser window with the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3900`. The page header includes 'Digital Learning UMN' and 'Helpcenter'. A sidebar on the left lists course sections from 'General' to 'Pertemuan ke 08 - Ana...'. The main content area displays a video player with the following text:

EM FDI VHD M09 P02 071220 V00 UP

Dipengaruhi oleh adanya hambatan-hambatan masuk (*barriers to entry*) dalam suatu industri.

Misalnya:

- ✓ Tingginya biaya investasi
- ✓ Peraturan pemerintah
- ✓ Harga barang yang relative kecil dibandingkan dengan biaya produksi

2 Ancaman Pemain Baru

YouTube

2:57 / 8:16

Windows taskbar at the bottom shows the search bar and various application icons. The system tray indicates the time is 15:57 on 18/02/2021.

Gambar 36. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox (2) - florentina@umn.ac.id x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP Copy link

Produk substitusi **membatasi profit potensial** suatu industri karena memunculkan alternatif bagi produk perusahaan.

Artinya, jika harga produk perusahaan **terlalu tinggi**, konsumen bisa saja **berpindah ke produk substitusi** yang ditawarkan di pasar.

3

Ancaman Adanya Produk Substitusi

YouTube

3:57 / 8:16

Type here to search

16 ENG 15:57 18/02/2021 21

Gambar 37. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox (2) - florentina@umn.ac.id x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP

UMN

Copy link

4

Bargaining Power Pembeli

Daya tawar pembeli di pasar bisa memengaruhi profitabilitas industri.

Hal ini terjadi jika konsumen dapat **menawar harga** atau **meminta kualitas yang lebih tinggi** dengan kemungkinan pilihan dari produk yang diberikan oleh pesaing lain.

YouTube

4:33 / 8:16

Type here to search

16 ENG 15:58 18/02/2021 21

Gambar 38. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox - florentina@umn.ac.id - U x Tingkat Persaingan dan Efeknya x + dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

Course Overview

SECTIONS

- 1 General
- 2 Pertemuan ke 01 - Inv...
- 3 Pertemuan ke 02 - Inv...
- 4 Pertemuan ke 03 - Ret...
- 5 Pertemuan ke 04 - Ris...
- 6 Pertemuan ke 05 - Pe...
- 7 Pertemuan ke 06 - Kon...
- 8 Pertemuan ke 07 - Val...
- 9 Pertemuan ke 08 - Ana...

EM FDI VHD M09 P02 071220 V00 UP

UMN

JUMLAH KONSUMEN → JUMLAH INDUSTRI

Bargaining Power Konsumen **RENDAH**

JUMLAH KONSUMEN ← JUMLAH INDUSTRI

Bargaining Power Konsumen **BESAR**

4 Bargaining Power Pembeli

YouTube

4:59 / 8:16

Type here to search

16

ENG 16:09 18/02/2021

Gambar 39. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

The screenshot displays a video player within a digital learning environment. The video content features a diagram with the following elements:

- Top left: UMN logo and course ID "EM FDI VHD M09 P02 071220 V00 UP".
- Top center: Two boxes labeled "JUMLAH KONSUMEN" and "JUMLAH INDUSTRI" with a blue arrow pointing from the latter to the former.
- Center: A blue box containing the text "Bargaining Power Konsumen **BESAR**".
- Bottom center: A yellow box with the text "Konsumen memiliki **alternatif pilihan** untuk membeli produk dengan **harga murah** dan **kualitas lebih baik**."
- Right side: A large green graphic with the number "4" and the text "Bargaining Power Pembeli".
- Bottom right: A YouTube logo.

The video player interface includes a sidebar on the left with "Course Overview" and "SECTIONS" (General, Pertemuan ke 01 - Inv..., Pertemuan ke 02 - Inv..., Pertemuan ke 03 - Ret..., Pertemuan ke 04 - Ris..., Pertemuan ke 05 - Pe..., Pertemuan ke 06 - Kon..., Pertemuan ke 07 - Val..., Pertemuan ke 08 - Ana...). The Windows taskbar at the bottom shows the search bar, system tray, and various application icons.

Gambar 40. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox - florentina@umn.ac.id - U x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

Course Overview

SECTIONS

- 1 General
- 2 Pertemuan ke 01 - Inv...
- 3 Pertemuan ke 02 - Inv...
- 4 Pertemuan ke 03 - Ret...
- 5 Pertemuan ke 04 - Ris...
- 6 Pertemuan ke 05 - Pe...
- 7 Pertemuan ke 06 - Kon...
- 8 Pertemuan ke 07 - Val...
- 9 Pertemuan ke 08 - Ana...

EM FDI VHD M09 P02 071220 V00 UP

UMN

Copy link

5

Bargaining Power Pemasok

Pemasok dapat memengaruhi *return* industri di masa datang karena memiliki kekuatan untuk menentukan **harga** dan **kualitas dari produknya**.

YouTube

5:18 / 8:16

Type here to search

16 ENG 16:10 18/02/2021 21

Gambar 41. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL dl.umn.ac.id/trial/mod/hvp/view.php?id=3900. The page header includes "Digital Learning UMN" and "Helpcenter". The video player interface shows a course overview on the left and a video frame in the center. The video frame contains a diagram with the following elements:

- Top left: UMN logo and course ID "EM FDI VHD M09 P02 071220 V00 UP".
- Top left box: "JUMLAH PEMASOK" (Number of Suppliers).
- Top right box: "JUMLAH INDUSTRI" (Number of Industries).
- Top center: A blue arrow pointing from "JUMLAH INDUSTRI" to "JUMLAH PEMASOK".
- Center box: "Bargaining Power Pemasok **BESAR**" (Supplier Bargaining Power **LARGE**).
- Bottom left box: "JUMLAH PEMASOK" (Number of Suppliers).
- Bottom right box: "JUMLAH INDUSTRI" (Number of Industries).
- Bottom center: A blue arrow pointing from "JUMLAH PEMASOK" to "JUMLAH INDUSTRI".
- Bottom center box: "Bargaining Power Pemasok **BERKURANG**" (Supplier Bargaining Power **SMALLER**).
- Right side of video frame: A large blue circle containing the number "5" and the text "Bargaining Power Pemasok".
- Bottom right of video frame: YouTube logo.

The video player controls at the bottom show a progress bar at 5:41 / 8:16. The Windows taskbar at the bottom displays the search bar and various application icons.

Gambar 42. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3900`. The page header includes the logo for Digital Learning UMN and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left, a sidebar menu lists 'Course Overview' and 'SECTIONS' with nine items, including 'General' and 'Pertemuan ke 01 - Inv...'. The video player displays a slide with the following content:

EM FDI VHD M09 P02 071220 V00 UP

TEKNIK ESTIMASI EARNING MULTIPLIER INDUSTRI

1. Analisis Makro
Investor mempelajari hubungan antara *earning multiplier industri* dengan *earning multiplier pasar*.

2. Analisis Mikro
Estimasi earning multiplier industri dilakukan dengan mengamati variable-variable yang memengaruhi *earning multiplier industri*, seperti:

- *Dividend-payout ratio (DPR)*
- Tingkat *return* yang disyaratkan dalam industri (*k*) dan tingkat pertumbuhan *earning*

The video player interface includes a progress bar at 6:17 / 8:16, a YouTube logo, and a Windows taskbar at the bottom with the date 18/02/2021 and time 16:10.

Gambar 43. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox - florentina@umn.ac.id - U x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP

ESTIMASI EARNING MULTIPLIER INDUSTRI

Copy link

Analisis makro mengasumsikan adanya hubungan antara **perubahan dalam k dan g** untuk industri tertentu dengan pasar keseluruhan.

Asumsi ini sama halnya dengan hubungan antara **perubahan dalam P/E rasio industri dan P/E pasar** secara keseluruhan.

YouTube

6:37 / 8:16

Type here to search

16 ENG 16:12 18/02/2021 21

Gambar 44. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL `dl.umn.ac.id/trial/mod/hvp/view.php?id=3900`. The page header includes the logo for 'Digital Learning UMN' and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left side, there is a sidebar menu with 'Course Overview' and a list of sections numbered 1 to 9. The video player itself shows a slide with the following content:

ESTIMASI EARNING MULTIPLIER INDUSTRI

Hubungan antara industri dan pasar **tidak sama** untuk setiap industri, bahkan untuk industri tertentu **hubungan tidak signifikan**.

Sebelum menggunakan analisis mikro, terlebih dahulu **mengevaluasi kualitas hubungan** antara rasio P/E industri yang dianalisis dengan P/E Pasar.

The video player interface includes a progress bar at the bottom showing 7:05 / 8:16, along with standard playback controls like play/pause, volume, and full screen.

Gambar 45. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox - florentina@umn.ac.id - U x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP

ESTIMASI EARNING MULTIPLIER INDUSTRI

Estimasi *earning multiplier* industri dengan analisis mikro dilakukan dengan cara mengestimasi tiga variabel yang menentukan *earning multiplier* industri, yaitu:

- *Dividend-payout ratio*
- Tingkat *return* yang disyaratkan
- Tingkat pertumbuhan *earning* dan dividen yang diharapkan

Membandingkan dengan P/E pasar

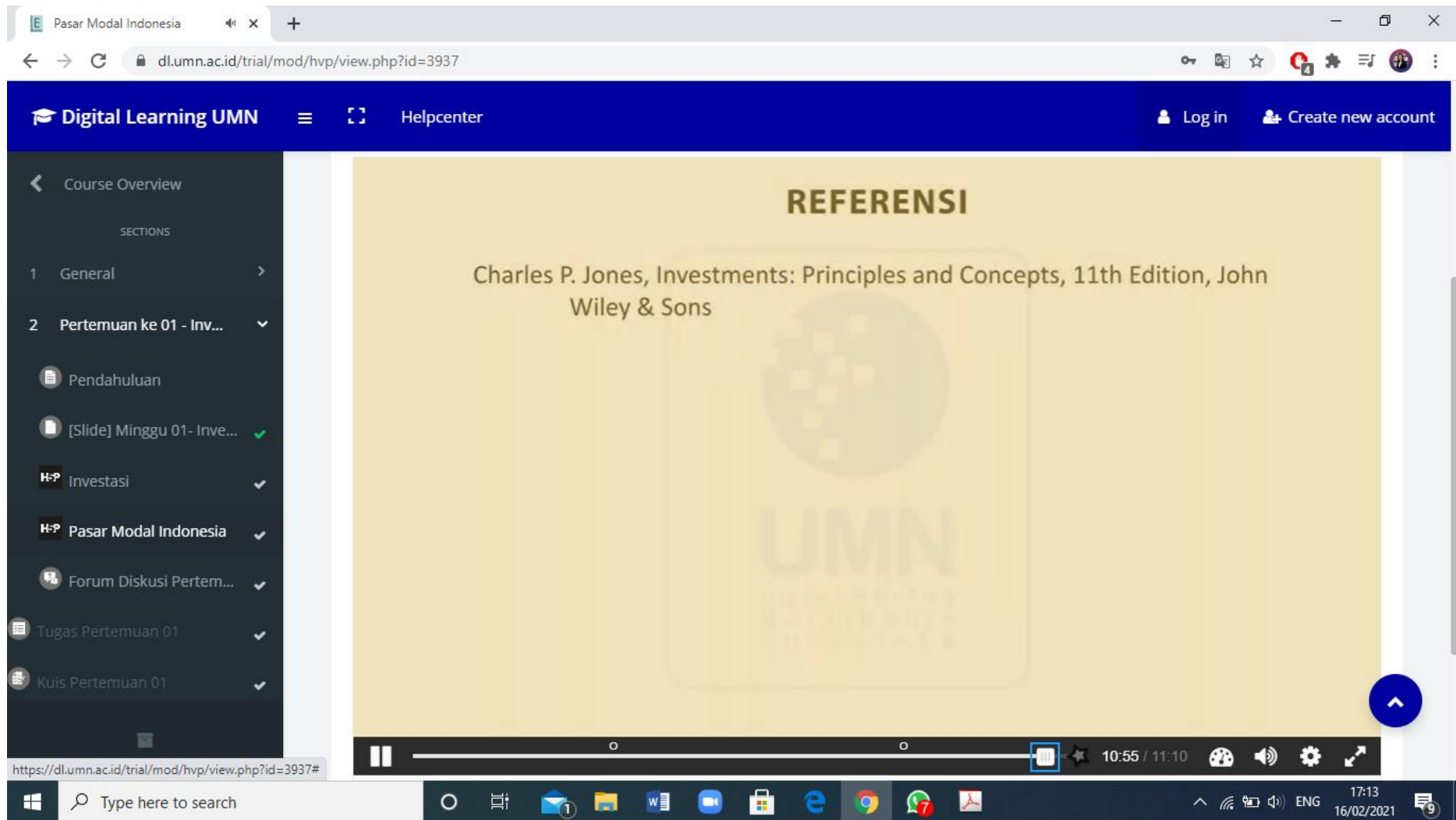
Apakah *earning multiplier* industri akan berada **di atas, di bawah,** ataupun **sama** dengan *earning multiplier* pasar?

7:45 / 8:16

16:12 18/02/2021

46

Gambar 46. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri



Gambar 47. Screenshoot Video Pembelajaran- Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

Inbox - florentina@umn.ac.id - U x Tingkat Persaingan dan Efeknya x +

dl.umn.ac.id/trial/mod/hvp/view.php?id=3900

Digital Learning UMN Helpcenter Log in Create new account

EM FDI VHD M09 P02 071220 V00 UP CREDITS

Copy link

Video Credits

Lecturer : Dr. Florentina Kurniasari, S.Sos., M.B.M.

Instructional Designer : Vina Rulina, S.Kep. Ners.

Videographer : Marcella Afra Henza, S.Ds.

Video Editor : Marcella Afra Henza, S.Ds.

Bumper : Wendi, S.Ds.

Graphic Designer (GD) : Marcella Giovani, S.Ds.

External Sources

Music : Youtube Audio Library

YouTube

8:04 / 8:16

Type here to search

16:13 18/02/2021

Gambar 48. Screenshoot Credit Title Video Pembelajaran - Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri

The screenshot shows a video player interface within a web browser. The browser's address bar displays the URL: `dl.umn.ac.id/trial/mod/hvp/view.php?id=3900`. The page header includes the logo for Digital Learning UMN and navigation links for 'Helpcenter', 'Log in', and 'Create new account'. On the left, a sidebar menu lists course sections from 'General' to 'Pertemuan ke 08 - Ana...'. The main video player area displays the following credit information:

EM FDI VHD M09 P02 071220 V00 UP CREDITS

Learning Management System

- Administrator : Christian Orvin, S.Kom.
- Technical Support : Christian Orvin, S.Kom.
- Programmer : Patricko Franschay, S.Kom.
Steven Wijaya, S.Kom.

Web Designer : Marcia Devana, S.Ds.

Content Management Officer : Arabella Margaret Salim, S.Kom.

Section Credits

Graphic Designer:

- Web Banner Designer : Marcella Giovani, S.Ds.
- Thumbnail Designer : Marcella Giovani, S.Ds.
- Presentation Designer : Marcella Giovani, S.Ds.

Instructional Designer : Vina Rulina, S.Kep. Ners.

Managing Director : Riatun, S.Sos., M.I.kom.

The video player interface includes a play button, a progress bar showing 8:07 / 8:16, and a YouTube logo in the bottom right corner. The Windows taskbar at the bottom shows the system tray with the date 18/02/2021 and time 16:13.

Gambar 49. Screenshoot Credit Title Video Pembelajaran - Part 2- Tingkat Persaingan dan Efeknya Terhadap Return Industri