

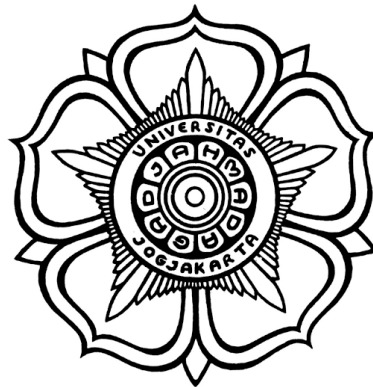
**ANALYSIS ON OPERATIONAL EFFICIENCY OF DIFFERENT
BUSINESS SEGMENTS IN THE ENTERTAINMENT INDUSTRY USING
FINANCIAL RATIOS DURING THE COVID-19 PANDEMIC
(CASE STUDY ON SQUARE ENIX CO., LTD.)**

Undergraduate Thesis

Submitted as a requirement to obtain the Degree of Bachelor of Economics

Undergraduate Thesis Supervisor:

Vogy Gautama Buanaputra, S.E., M.Sc., Ph.D., AFHEA



Written By:

Mohammad Azrardy Anandita

18/422959/EK/21637

**INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2022**



Analysis on Operational Efficiency of Different Business Segments in the Entertainment Industry Using Financial Ratios During the COVID-19 Pandemic (Case Study on Square Enix Co., Ltd.)

M AZRARDY ANANDITA, Vogy Gautama Buanaputra, S.E., M.Sc., Ph.D., AFHEA

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>



UNIVERSITAS GADJAH MADA
FAKULTAS EKONOMIKA DAN BISNIS

Dengan ini saya menyatakan bahwa tugas akhir dengan judul :

**Analysis on Operational Efficiency of Different Business Segments in
The Entertainment Industry Using Financial Ratios During
The Covid-19 Pandemic (Case Study on Square Enix Co., Ltd.)**

Disusun oleh
Mohammad Azrardy Anandita
18/422959/EK/21637

Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang pendidikan Sarjana (S1).

Telah diujikan pada 9 Februari 2023

Tim Penguji Skripsi	Nama Lengkap	Tanda Tangan
Pembimbing Skripsi	Vogy Gautama Buanaputra, S.E., M.Sc., Ph.D., AFHEA. NIP 111198912201602101	
Penguji 1	Fitri Amalia, S.E., M.Sc., Ph.D. NIP 111198804201212201	
Penguji 2	Ahmad Zaki, S.E., M.Acc. NIP 111198803201607102	

Mengetahui,
Wakil Dekan Bidang Akademik dan Kemahasiswaan



Bayu Sutikno, S.E., M.S.M., Ph.D.
NIP 197805202005011002