

ABSTRACT

SRIAYUDA. "Analysis of Financial Performance of Ani - Ani Jewellery and Craft Industry in Pandowoharjo Village, District Sleman, Sleman". This study was guided by **NI MADE SUYASTIRI YP** and **BUDIARTO**. The purpose of this study are: (1) to analyze the condition of the financial performance conducted by industry ani - ani jewelery and craft. (2) to analyze the trend of the industry's volume sales on ani - ani jewellery and craft. The basic method used in this research is descriptive method. Method of determining the location of the research is purposive. The method of analysis using profitability ratio, to determine the trend in volume sales using three types of trend methods (Linier Trend method, Quadratic Trend method, and Trend Exponential Method) then the best results was selected. The results showed that the condition of the industry's financial performance on ani-ani craft jewellery and craft was in good condition. The trend in volume sales for each product on ani-ani jewellery industri and craft did not show any improvement.

Keywords: Financial Performance, Profitability and Sales Volume Trends.