



## Investment Management And Capital Market Education For Satria Jakarta Vocational High School Students

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**Abstract:** The community service program held at SMK Satria Jakarta, aims to introduce students more closely about investment management and capital markets, so that in the future students can invest either through the capital market or in other forms. This introduction and understanding will focus on 2 things, namely investing in general and investing in the capital market. The role of the capital market is increasingly important for the Indonesian economy because it is one of the indicators of a country's economy. Therefore, community service this time is a source of knowledge for the community, especially students of SMK Satria Jakarta to know more about investment management and capital markets because students of SMK Satria Jakarta, especially accounting majors, must know early on what investment and markets are. the capital. Through this introduction and education, it is hoped that each student will be able to know what investment and the capital market are to make the students of SMK Satria Jakarta, especially the accounting major, understand and are interested in investing and the capital market.

**Keywords:** Indonesia Stock Exchange (IDX), Investment Management, Capital Market

### INTRODUCTION

The rapid development of technology and information has prompted changes in investment science to adapt to current conditions. Today, investment decisions and actions are no longer as complicated as they used to be, when both parties had to be present and agree. Now, both parties can agree on it simply by using network software such as the internet (Fahmi, 2015).

Although technology is very helpful in solving various problems, we also need to remember that currently crime in the field of technology is experiencing a very serious increase (Fahmi, 2015). To overcome various parties, both profit-oriented and non-profit-oriented institutions both need management that is able to protect the investments that have been invested in order to avoid various problems. Therefore, it is understandable if an understanding of good and correct investment is an absolute and non-negotiable requirement (Fahmi, 2015)..

### LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Investment and capital market are two terms that can not be separated and although the two things in implementation can be different. Law No. 8 of 1985 concerning the capital

market states that the capital market has a strategic role in national development as a source of financing for the business world and a vehicle for investment. From this explanation, it can be distinguished between the two. In fact, many people do not understand the role of the capital market in improving the economy and therefore it is necessary to carry out an understanding process to the community. Referring to the law on the capital market, the capital market has the following roles :

1. Means for companies to obtain sources of financing other than those obtained from banks or financial institutions, namely obtained through Initial Public Offering (IPO) to the public or investors. Companies choose this method because it is a cheap method when compared to other methods such as applying for credit to banks or other financial institutions.
2. A means for the general public to invest their funds through the purchase of company shares listed on the capital market with the aim of obtaining capital gains. The capital market is an alternative for people who invest their own funds. People have many options for placing their funds such as buying insurance policies, buying gold bullion, saving money in US\$ and so on.

The capital market is a market where capital funds such as equity and debt are traded (Shook, 2002). The problem that is usually faced by a country, province, or district is not taking into account the long-term consequences (Long Time Effect) of an investment decision that has been taken. We cannot do calculations and make investment concepts by relying on conditions that are *Ceteris Paribus* (other conditions are always considered stable) (Taylor, 2017).

Investment is the placement of a number of funds at this time in the hope of obtaining profits in the future (Abdul Halim, 2005). while according to Paul R. Krugman and Maurice Obstfeld (1999) said that investment is the output part used by private companies to produce output in the future. Currently, playing stocks with Online Trading has become a Lifestyle. His enthusiasm for the future, almost everyone who holds a laptop or gadget will be connected to Online Trading. This is also the reason why many Indonesian Stock Exchanges, Securities, and Investment Galleries have begun to look at online stock trading as another prospective and attractive opportunity for all stakeholders (Jogiyanto, 2008) as well as the general public, especially students of SMK Satria Jakarta..

## METHODS

The implementation of community service that will be carried out is related to finance, namely investment and the capital market. Knowing that at SMK Satria Jakarta there is no learning or curriculum on investment management and capital markets, it has become an obligation for universities to participate in helping the problems faced by the community. It is appropriate for the presence of universities so that the benefits of the community both near and far are felt, judging from their vision, therefore we help Satria Jakarta Vocational High School by holding Community Service (PKM) activities carried out at Satria Jakarta Vocational High School. Students, staff and teachers, especially accounting teachers, were introduced to investment management and capital markets.

Activities are carried out by providing material and discussions on investment management and capital markets to provide an understanding of how to invest in the capital market and how to start investing in the Indonesian stock exchange.

The approach method used in this community service is :

1. Provision of Materials:
  - a. About investment concept and management covers the topics:
    - 1) Definition of investment;
    - 2) The definition of investment according to experts
    - 3) The reason or purpose of people investing
    - 4) Benefits of investing
    - 5) Guide to investing
    - 6) Forms of investment; focused on investment in the real sector and investment in financial instruments.



- 7) Types of investment, wetting is focused on the types of investments from simple to requiring large funds.
  - 8) What are the investment risks.
  - 9) What is diversification; the discussion focused on optimizing investment strategies.
  - 10) A good time to invest; The discussion focuses on the determinants of a person to invest.
- b. Regarding the capital market and investing in the market capital covers the following topics:
- 1) Learning Stocks: topics covered:
    - a) Overview of stocks, the discussion will focus on: stock gains and stock risks.
    - b) Capital Market and Indonesia Stock Exchange; The discussion focused on understanding the capital market and the Indonesia Stock Exchange.
    - c) List of Shares, the discussion will focus on shares on the Indonesia Stock Exchange.
    - d) How to buy and how to sell
  - 2) Securities Companies, the discussion will focus on the understanding, role and how to choose a good securities company along with buying and selling shares through smartphones.
  - 3) Start investing; contains the stages of a person to be able to start investing in the capital market.
2. Submission of material will be carried out by several speakers in turn according to their respective topics of discussion.
  3. In addition to delivering the material, it will also be interspersed with the screening of several videos regarding investment.
  4. Discussion and Q&A with students and teachers in the field of accounting to better understand investment management and capital markets. From the presentation of the material, watching videos and discussions as well as questions and answers, students and teachers can better understand the concept of investing and start investing.

## RESULT AND DISCUSSION

Public awareness in Indonesia in investing in the capital market is still relatively small when compared to neighboring countries such as Malaysia and Singapore, even very far when compared to developed countries such as the United States. This can be seen from the level of community involvement that invests in the Indonesian Capital Market which is still very low at 2%, this figure is calculated based on the total SID (Single Investor Identification) ownership in the Capital Market which is 3.88 million compared to the total population in the census productive age category. Indonesia's population in 2020, namely 191 million

population. In contrast to Malaysia, where community involvement in the capital market has reached 9%, Singapore has 26% and the United States has reached around 55%. One of the Government's efforts to stimulate and attract the public to start investing in the capital market in Indonesia is through the "Yuk Nabung Saham" campaign which was launched on 12 November 2015. Yuk Nabung Saham (YNS) is a campaign organized by the Indonesian Stock Exchange (IDX). to invite the public as potential investors to invest in the capital market by buying shares regularly and periodically. As an effort to develop the capital market industry in Indonesia, the Indonesia Stock Exchange (IDX) continues to educate and develop the industry in a better direction. IDX's goal is not only to focus on increasing the number of new investors, but also to seek to instill the need to invest in the capital market, which will indirectly increase the number of active investors in the Indonesian capital market.

It doesn't stop there, various efforts have also been made by stakeholders in the Capital Markets industry, such as Investment Managers, Securities Companies, Mutual Fund Selling Agents (APERD), as well as associations under the coordination of the OJK and the



Indonesia Stock Exchange, both individually and in collaboration. always conduct education and literacy about investment and capital market with the hope of increasing public knowledge about investment which in itself will increase the amount of public participation in the Indonesian Capital Market.

By carrying out education and financial literacy in this PKM activity, at least the Satria Jakarta Vocational School students will gain insight and awareness that it is important to make investments from an early age. Coupled with the introduction of investment products in the capital market that have never been obtained, it is hoped that the involvement of the community, especially for students of the Satria Jakarta Vocational School, Srengseng Village, Kembangan District, West Jakarta City, in investing in the capital market will increase. This was marked by a warm and enthusiastic question and answer session asked by the education participants.

The principal as a representative of the participants said that it was hoped that activities like this could be carried out on an ongoing basis so that students could be more confident and believe that financial prosperity could be obtained for them, and not only for people in urban areas.

## CONCLUSIONS

Conclusions that can be drawn from the implementation of community service activities Indonesian Capital Market Investment Education and Training at SMK Satria Jakarta are:

1. Most of the seminar participants did not understand about investing in the Capital Market.
2. Lack of knowledge about the capital market in schools.
3. After the training activities were held, most of the workshop participants opened accounts on Investment Gallery BEI FEB Pamulang University.
4. For students of SMK Satria Jakarta, this is the first step to enter investment world, especially the Capital Market in Indonesia.

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