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Increased Interest And Understanding of Generation Z In Investing Through Capital Market Schools 2024

¹ Naldi Setiawan ; ² Ermy Wijaya

^{1,2} Management Study Program, Universitas Dehasen Bengkulu, Indonesia

¹ e-mail: ¹ naldisetiawan1701@gmail.com ; ² ermy.wijaya04@gmail.com

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Abstract. The capital market is a market for various long-term financial instruments with a term of more than one year, such as shares, bonds, mutual funds, and various derivative instruments from securities or securities. Talking about the capital market, of course, cannot be separated from investment. The investment process includes understanding the basics of investment decisions and how to organize activities in the investment decision process. To understand the investment process, an investor must first know several basic investment concepts, which will become the basis for each stage of making investment decisions. This investment is like a seed planted by an investor in a company or agency which will later grow. The capital market is also known as the stock exchange. The Indonesian Stock Exchange Investment Gallery (GI-BEI) is a means to introduce the capital market from an early age to the academic world. Through the Generation Z capital market education program, it is hoped that it will become a driving force in supporting socialization and education programs in the investment sector and can also attract more new issuers and increase the number of investors in the capital market from generation z and the community.

Keywords: *Generation Z, capital market, investment, capital market school. BEI*

INTRODUCTION

As the era develops, the capital market has become a trend that many people are interested in investing in and getting profits in the long term. With increasing inflation every year, people are thinking about finding solutions. The existence of the capital market is a solution in dealing with inflation. However, there are still many challenges in market development. capital . The development of the capital market cannot be separated from crime. Therefore, the capital market legal sector is always expected to develop rapidly and be able to narrow opportunities for crime. The capital market is a market for various long-term financial instruments with a term of more than one year, such as shares, bonds, mutual funds and various derivative instruments from securities or securities. The capital market has a big role in the economy of a country because the capital market carries out 2 functions, namely the economic function and the financial function. Talking about the capital market, of course it cannot be separated from investment, it is like this investment is a seed planted by investors in a company or agency which will later grow. The capital market is also known as the stock exchange. The Indonesian Stock Exchange Investment Gallery (GI-BEI) is a means to introduce the capital market from an early age to the world of academics. Through the capital

market education program, students are expected to become a driving force in supporting socialization and education programs in the investment sector and can also attract more new issuers and increase the number investors in the capital market from generation z and society.. with the hope that generation z will not only know the capital market from a theoretical perspective, but also in practice. in the midst of a society where it is very fast and easy to obtain social media information, without filtering and knowing it clearly legal entities and legal forms of capital markets. Fraud in society often occurs due to a lack of clear understanding and information regarding the capital market. Before making an investment, investors need information and knowledge as a basis for determining the desired investment choice.

LITERATURE REVIEW

1. Generation Z

In Gazali, American experts group Generation Z as those born in 1996-2010. Those identified as having the character of appreciating diversity, wanting social change, liking to share and being target-oriented. Generation Z is not only characterized by year of birth, but also by the socio-historical issues they face. One of the very strong characteristics of Generation Z is access to and dependence on technology, gadgets and random tracking of information. As the population continues to rise, Generation Z is expected to be able to overcome these problems, one of which is being able to read trends and conditions

2. Capital Market

The capital market is a market for long-term securities, such as shares and bonds (Jones, 2000) Raditya and Suardika (2014) explain that the capital market is a market (place, in the form of a building) that is prepared to trade shares, bonds and other types of securities using the services of securities intermediaries. It can be understood that the capital market is an instrument for bringing together two parties, namely fund owners (investors) as well as potential investors and parties who need funds. In the view of investors and potential investors, they perceive two paradigms, namely desires and needs.

3. Investment

Research (Rizky Aditama & Nurkhin, 2020) explains that there are 5 benefits that can be obtained from investment, namely long-term income potential, outperforming inflation, providing steady income, being able to adapt to changing needs, and being able to invest according to individual financial circumstances. In research (Saputra, 2018) it was found that investment benefits had an influence on interest in investing, investment capital had no effect on interest in investing, investment motivation had an influence on interest in investing, investment education had no effect on interest in investing and Simultaneously or together the variables benefit, capital, motivation and education have an influence on interest in investing in the capital market. Once prospective investors have sufficient knowledge regarding investment and already know the benefits of the investment process, the next step for prospective investors must be motivation to invest. According to (Alfarauq & Yusup, 2020) Motivation is a process where individuals know their needs and determine actions to fulfill these needs.

METHODS

This article uses a literature review method through exploration of various sources and reference articles regarding the capital market with the aim of increasing literacy about the capital market so that it becomes better known to readers. This method is expected to provide an understanding of the analysis of various capital market literature and increase the role of Generation Z to play a role in the capital market and provide understanding to the lay public. It

is also very helpful in supporting the importance of risk diversification by breaking down investors' choice of instruments for investing their wealth, because of the existence of the money market. has quite wide dimensions.

RESULTS AND DISCUSSION

1. Investment

Investment is a commitment of a certain amount of funds or other resources made at this time, with the aim of obtaining a certain amount of profit in the future. An investor buys a number of shares now with the hope of gaining a profit from an increase in share prices or a number of dividends in the future, in return for the time and risks associated with the investment. Several reasons why someone invests include: a. To get a more decent life in the future. A wise person will think about how to improve his standard of living from time to time or at least try to maintain his current level of income so that it does not decrease in the future.

2. Investment Process

The investment process includes understanding the basics of investment decisions and how to organize activities in the investment decision process. To understand the investment process, an investor must first know several basic investment concepts, which will become the basis for each stage of making investment decisions. The fundamental thing in the investment decision process is understanding the relationship between the expected return and the risk of an investment. The relationship between risk and expected return from an investment is a unidirectional and linear relationship. This means that the greater the risk that must be borne, the greater the expected level of return. This kind of relationship answers the question of why not all investors only invest in assets that offer the highest level of return.

3. Capital Market

The capital market is a market for various long-term financial instruments with a term of more than one year, such as shares, bonds, mutual funds and various derivative instruments from securities or securities. The capital market has a big role in the economy of a country because the capital market carries out 2 functions, namely the economic function and the financial function. Talking about the capital market, of course it cannot be separated from investment, it is like this investment is a seed planted by investors in a company or agency which will later grow. The capital market is also known as the stock exchange.

4. Capital Market Investment Instruments

The capital market is also known as the stock exchange, the following types of securities include: Shares, It is a sign of capital participation of a person or party (business entity) in a company or limited liability company. This means that if you buy shares in a company, it means you have entered ownership of that company. The larger the shares you own, the greater the ownership power in the company. The profits obtained from shares are known as dividends. Mutual Funds are a forum for containing public funds which are managed by legal entities together with Investment Managers. This mutual fund is most suitable for beginner investors in the capital market, because it has minimal risk which can be done with a small nominal amount and does not require high skills (Permata & Ghoni, 2019). Debt Securities or Bonds, This is medium and long term debt that can be bought and sold. In short, bonds are debt in the form of financial instruments with a certain value that shows ownership of assets (securities). Where the bond "issuer" is the borrower or debtor, while the bond "holder" is the lender or creditor and the bond "coupon" is the loan interest that must be paid by the debtor to the creditor (Tandelilin, 2001 in Permata & Ghoni, 2019).

5. Indonesia Stock Exchange

The Stock Exchange is the party that organizes and provides systems and/or facilities, to bring together securities buying and selling offers from parties who wish to trade these securities. The Stock Exchange was established to organize and provide securities trading systems and/or facilities. With the availability of good systems and/or facilities, Stock Exchange Members can make offers to sell and buy Securities regularly, fairly and efficiently.

6. Capital Market School (Spm)

The stock exchange holds a Capital Markets school program to provide understanding for generation z in starting to invest. In the context of capital market education and socialization which is held periodically. The Indonesian Stock Exchange also collaborates directly with the financial services authority and securities companies.

CONCLUSION

Based on the discussion that has been presented, it can be concluded that Generation Z has access to and dependence on technology, gadgets and random tracking of information. When inflation continues to rise. Gen Z as the younger generation is a future asset that needs to be given an understanding of the importance of investment, especially in the capital market. Generation Z is expected to be able to overcome these problems, one of which is being able to read trends and conditions. This capital market school can increase the knowledge and interest of Generation Z in becoming capital market players. As well as being able to process information and reduce fraudulent investment crimes.

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