



INTRODUCTION TO THE WORLD OF STOCK INVESTMENT AMONG MILLENIAL CHILDREN IN SENIOR HIGH SCHOOL NEGERI 1 STABAT

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ARTICLE INFO	ABSTRACT
Date received : 28 Oct 2022 Revision date : 11 Nov 2022 Date received : 25 Nov 2022	<i>Investment is still one of the most difficult things to do, especially for the younger generation, especially in investing in the capital market because many assume that investing in the capital market is difficult to do and requires large initial capital and the risk of the future. capital market investment is difficult to do and requires a large initial capital and a large future risk. Future risk. The IDX (Indonesia Stock Exchange) as the body in charge of problems in capital market investment in Indonesia launched the capital market investment in Indonesia launched a product in the form of an Investment Gallery created on campus with the aim of becoming the target of students. Campus with the aim of being the most potential target for students to become young investors and provide additional knowledge to residents around the campus as well as to provide additional knowledge to residents around the campus as well to start investing in the capital market, especially stocks and shares. The purpose of this research is to find out whether the existence of the Investment Gallery on the Gunadarma campus is a good idea. the existence of the Investment Gallery on the Gunadarma campus can increase student interest in investing in the capital market from a young age.</i>
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INTRODUCTION

The capital market is a market for various financial instruments that can be bought and sold, both those issued by government companies and private companies. The capital market is a means for companies to meet funding needs by selling shares or bonds. To attract investor participation, the capital market must be efficient and liquid. The capital market is said to be efficient if sellers and buyers of securities can transact quickly. Meanwhile, the capital market is said to be liquid if the price of securities reflects the value of the company accurately. In efficient capital markets, security prices can reflect investors' assessments of the company's prospects in the future. The problem that occurs is that investors often still have doubts about a company's financial performance. This is due to the lack of information obtained by investors regarding the company's condition. The capital market can be used as a means of measuring company quality, because the capital market provides company financial information that investors need as a basis for making decisions about investing capital. Investors also need to have a number of information related to the dynamics of share prices on the stock exchange in order to make decisions about which company shares are worth choosing.

Investors need precise information about the company's financial performance, macroeconomic conditions and other relevant information to accurately assess the performance of shares in the capital market. Accurate stock valuation is able to minimize risk while helping investors gain reasonable profits, considering that stock investment in the capital market is a type of investment a high-risk investment even though it promises relatively large profits. Investments in the capital market need to pay attention to at least two things, namely expected profits and possible risks. Therefore, companies listed on the Indonesian Stock Exchange always try to develop and show better performance in the eyes of investors. The capital market is seen as an effective means of accelerating a country's development because the capital market is a vehicle that can mobilize long-term funds from the public to be channeled into productive sectors. If the mobilization of public funds through



financial institutions and capital markets goes well, then development funds originating from abroad will decrease over time (Anoraga 2001: 1).

Capital management in a company is always faced with three important and interrelated problems, namely investment decisions, long-term spending and decisions on dividends that must be distributed to shareholders. These three elements are very important for companies because long-term investment and spending decisions will have an influence on the company's mission which will be reflected in the 3 share prices of a company. Meanwhile, dividend policy will determine how much must be retained by the company because retained earnings are the most important source of funds to finance company growth (Weston and Copeland, 1995: 97). In reality, share prices on a stock exchange have a level of instability, so investors must carry out an analysis so that the increases and decreases in share prices that occur on a stock exchange are still within reasonable limits. The share value describes the value of the company, so that share value is greatly influenced by the company's achievements and performance as well as the company's prospects for increasing company value in the future. If achievements and performance increase, investors will receive income from the shares they own in the form of dividends and capital gains. If the company goes public, the capital gain is the difference between the selling price of the shares and the buying price of the shares. The problems faced by investors in the capital market are difficulties in determining investment decisions and what factors determine share prices on the stock exchange. When investing in a company, company shareholders always want their profit per share or earnings per share to increase. Company earnings per share information shows the amount of the company's net profit that is ready to be distributed to all company shareholders. According to Tandeiin (2001:241), earnings per share is the amount of profit or income obtained for each share sold. By paying attention to 4 earnings per share, investors can consider investing in the capital market. Earnings per share are influenced by company income, if company income is high then the value of earnings per share will also be high, and vice versa. This will affect share prices, because share price movements have an initial influence on company income. High earnings per share illustrates that the company is able to provide a better level of welfare to shareholders. One of the dividend variables that can influence share prices is dividend per share, namely the comparison between the dividend that the company will pay and the number of shares (Weston and Copeland, 1995: 310). Hence the information.

Regarding dividends per share, it is very necessary to know how much profit per share will be received by shareholders. If the dividend per share received increases, of course this will affect share prices on the capital market. Because increasing the dividend per share will most likely attract investors to buy shares in the company. With more shares purchased, the share price of a company will rise in the capital market. The value of a company's shares can be an achievement of that company, assessed from its financial performance which can be seen and measured by the company's financial leverage, because financial leverage describes how the company finances its activities. Therefore, financial leverage can be used as input to measure changes in 5 share prices. Weston and Brigham (1994) state that leverage will affect earnings per share or dividend per share, therefore it will also result in changes in share prices. In this research, a fundamental approach is used to determine the effect of earnings per share, dividend per share, and financial leverage on stock prices.

By analyzing financial reports, investors can see the relationship between risk and the expected returns from invested capital. Shares are one of the capital market instruments that always experience price changes. Share prices are said to be cheap, expensive or reasonable by simply looking at the fundamental condition of the company, some say that this can be seen through the profits earned, company dividends and fixed income securities as measured by financial leverage. Susanto (2004), in his research found that financial leverage and earnings per share have a negative and significant effect to share prices. Intan (2009), the results of his research found that earnings per share had a positive and significant effect on share prices. His research also found that dividend per share had a negative and insignificant effect on share prices.

Miranda (2011), the results of his research found that earnings per share had a positive and significant effect on stock prices. His research also found that dividend per share and financial leverage had a negative and significant effect on stock prices. Fanny (2008), in her research found that dividends per share have a positive and significant effect on share prices. Indriastuti (2001), in her research 6 found that financial leverage has a significant effect on stock prices. Hadianto (2009), in his research found that financial leverage had a positive and insignificant effect on stock beta. The development of the capital market in Indonesia towards efficiency where all relevant information can be used as input to assess share prices and the company's ability to generate net profit per share and the company's ability to distribute dividends are fundamental indicators of company finances, which are often used as a reference for making investment decisions. in stock. Before deciding to invest in buying shares in a company, investors need various information that will be analyzed to make the right decision by considering the variables that influence share prices. This information can reduce uncertainty and investment risk, so that the decisions taken will be in accordance with the desired goals.

The problem that occurs for students in understanding the capital market is that students lack information about the capital market. So far, the capital market has been considered necessary and important for knowing stock movements and as a future investment. Stabat 1 High School students are expected to be able to



participate in disseminating knowledge about capital markets to their families and the community. Especially about capital market knowledge in general so that it can be applied in everyday life.

LITERATURE REVIEW

Capital Market

The capital market is a market for a variety of financial instruments that can be issued by both government and private companies. The capital market is a means for companies to fulfill fund needs by selling stocks or bonds. To attract the participation of investors, the capital market must be efficient and liquid. The capital market is said to be efficient if sellers and buyers of securities can transact quickly.

Meanwhile, the capital market is said to be liquid if the price of securities reflects the value of the company accurately. In an efficient capital market, security prices can reflect investors' assessment of the company's prospects in the future. The problem that occurs is that often investors still have doubts about the financial performance of a company.

Investment is an investment activity that is carried out now, with the intention of making a profit in the future. Investors order as many securities with the desire to earn a profit on the increase in the price of securities or dividends in the future, as compensation for time and effort or dividends in the future, as compensation for the time and risk associated with investment (Tandelilin, 2010). Investment is the activity of saving as much capital as used for the future with the aim of obtaining profits in accordance with the risk borne, if the risk borne increases, the greater the profit that will be obtained from the investment (Tandelilin, 2010). Investment is divided into two types, namely investment in real assets and investment in financial assets include land, gold and machinery, while investment in financial assets is in the form of stocks and bonds. (Tandelilin, 2010).

METHOD

After obtaining data and information about the Introduction to the World of Stock Investment among Millennials. Furthermore, this basis is used to provide information about the Introduction to the World of Stock Investment among Millennials. After carrying out the analysis it is used to provide knowledge about an introduction to accounting. The approach methods used in implementing community service include: Lectures and Discussions which is materials are given to participants. After finishing the lecture, it continued with discussion (question and answer). The lecture material is: Understanding accounting in financial reports, Financial principles and how to prepare financial reports, Calculations that occur in transactions.

The work procedure to support the realization of the solutions offered is to first carry out initial observations in the field, approach them through interviews and find problem phenomena. After observation and socialization, an assessment of the problem is carried out and a solution is found will be offered, then prioritize the implementation stages and then carry out service by providing counseling. The final step is to evaluate the results by observing back to the community.

RESULT AND DISCUSSION

Results

Having a guaranteed future is certainly everyone's desire. There are many ways you can achieve this, one of which is investing early. Investing early, especially at a young age, is one of the efforts you can make to guarantee a better future. When deciding to invest, there are various types of investment that you can choose. Starting from real investments in physical form such as land, houses and gold as well as non-real investments in the financial sector. An example of non-real investment is investment in the financial sector such as in the capital market. The benefits of the capital market in investing are no longer in doubt. Some instruments that include investment in the capital market include shares and mutual funds. Apart from the two main functions that have been stated previously, there are several other capital market benefits felt by the state, in this case the government, to help its economy.

1. One of the sources of national income

The first benefit of the capital market for the country is as a source of state income. State income obtained from the capital market is in the form of taxes. Any tax imposed on transactions in the capital market can enter the state treasury and be recorded as income.

2. Helps run the wheels of the economy

The benefit of the capital market for the next government is to help run the wheels of government. What does it mean? By growing. Investors who buy shares in companies listed on the capital market will have the income to expand their business more widely. The growing size of companies in the country is directly proportional to the country's economic progress. Apart from that, if the company's business gets bigger and more numerous, the workforce needed will also increase, which means it opens up job opportunities for the community.

3. Attracting foreign investors into the country



Next, the benefit of the capital market for the country is that it can attract foreign investors to invest in the country. If the capital market is managed well, foreign investors will be interested in investing their capital in Indonesia. With foreign investors, companies can develop their business even more widely. As mentioned previously, companies that grow larger go hand in hand with a country's economic progress.



Figure 1. At Classroom for Community Service Activities

Discussion

Many people, when they hear the word investment, especially shares, are immediately apathetic, afraid and think negatively at first. For some people, investing (especially shares) is something that is very luxurious, and not affordable for them. Others say that stock investment is something that is very dangerous, it can cause poverty and even bankruptcy. Currently there are two paradigms that apply in society regarding investment. First, investment is considered a desire and second, investment is considered a need.

When investment is considered a desire, this means that when someone has excess money, the money tends to be saved as savings rather than used for investment. The existence of the capital market in Indonesia is an important factor in national economic development. It has been proven that many industries and companies use this institution as a medium to absorb investment and a medium to strengthen their financial position. In fact, the capital market has become the financial nerve center in the modern economic world today, in fact a modern economy cannot possibly exist without a strong, globally competitive and well-organized capital market. Apart from that, the capital market is also used as an indicator of a country's economic development.

Appropriateness of the Program to Learning Outcomes

Learning is a process of interaction between students and lecturers and learning resources in a learning environment. Learning is a very important activity in order to achieve student competency in order to produce graduates who match the graduate profile. These Learning Achievement Measurement Guidelines are used to measure graduate learning achievements, which are guiding indicators for the success of the learning process expected from the implementation of the educational curriculum. Graduate learning outcomes become graduate competency standards which include attitudes, knowledge and skills. Fulfillment of learning outcomes can be measured to evaluate the process and results of fulfilling expected competency standards. The results of measuring learning outcomes are very useful for carrying out evaluation of the curriculum and learning processes that have been carried out. Measuring learning outcomes can be carried out every semester as an evaluation of the learning process of students, lecturers and study programs. Measuring graduate learning outcomes carried out at the end of the study can provide information on the fulfillment of learning outcomes for students during the study period as well as evaluating the learning achievements of graduates. The evaluation results are very useful in determining corrective and corrective actions so that efforts to improve the quality of learning can continue continuously to encourage the achievement of education delivery standards.

CONCLUSION

Investment is currently still one of the most difficult things to do, especially for the younger generation, especially in investing in the capital market because many people think that investing in the capital market is difficult to do and requires large initial capital and large future risks. BEI (Indonesian Stock Exchange) as the body that oversees issues in investing in the capital market in Indonesia launched a product in the form of an Investment Gallery created on campus with the aim of making students the most potential targets of becoming young investors and providing additional knowledge to residents around campus as well as to start investing in the capital market, especially shares. The purpose of this research was to find out whether the existence of the



Investment Gallery on the Gunadarma campus could increase students' interest in investing in the capital market from a young age, as is the target of the BEI (Indonesian Stock Exchange). The results of this research are that investment interest in the capital market, especially shares, has a significant influence on the existence of the Investment Gallery.

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