



SOCIALIZATION OF INVESTMENT ALTERNATIVES THROUGH THE INDONESIA STOCK EXCHANGE FOR MSMEs AND YOUTH AT THE INVESTMENT GALLERY TULUNGAGUNG UNIVERSITY

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Abstract: The dissemination of information and socialization about the Capital Market in Indonesia is considered to play a very important role in popularizing the function and role of the Capital Market for the Indonesian economy. Programs that are carried out in an integrated and targeted manner will develop and increase public knowledge about the importance of investing early. Investment galleries play a crucial role in educating students about the capital market, thereby increasing their interest and participation in investments. This youth community activity aims to provide insight and training to MSMEs and youth community in Sumberejo Kulon Village, Ngunut District, Tulungagung Regency about digital literacy and investment, which helps expand the current young generation to be financially literate and invest. The research method used is direct socialization. The implementation flow of this program consists of several activities, namely: (1) Problem Observation, (2) Planning Program, (3) Socialization Program, and (4) Monitoring. The results of this activity are expected to make MSMEs and youth community diversify their investments through shares in the Investment Gallery.

INTRODUCTION

The dissemination of information and socialization about the Capital Market in Indonesia is considered to play a very important role in popularizing the function and role of the Capital Market for the Indonesian economy. Programs that are carried out in an integrated and targeted manner will develop and increase public knowledge about the importance of investing early on. This knowledge is no exception in the University area. As an information center in the capital market, it is expected to provide information to users both in the general public.

The development of MSMEs in Indonesia is increasingly rapid, but there are still many MSMEs who are not optimal in managing their finances and finding sources of funding. In fact, the capital market offers various investment alternatives that can be used to develop a business. Seeing this potential, this community service aims to socialize investment alternatives through

the Indonesia Stock Exchange (IDX) to MSMEs. By utilizing the Investment Gallery facilities at the university, it is hoped that MSMEs can gain a better understanding of the capital market and find investment opportunities that suit their risk profile.

As the backbone of the Indonesian economy, MSMEs need wider access to funding sources. One interesting alternative is the capital market. Through this community service activity, we are trying to bridge the information gap between MSMEs and the capital market. By utilizing the Investment Gallery network at universities, we will provide education on various investment instruments on the IDX, as well as investment simulations tailored to the needs of MSMEs. Hopefully, this activity can encourage MSMEs to invest in the capital market and increase their business competitiveness.

Many MSMEs face obstacles in developing their businesses due to limited access to capital. In fact, the capital market offers various investment instruments that can be a solution to this problem. However, there are still many MSMEs who do not understand how to utilize the capital market effectively. Therefore, through this community service activity, we will provide socialization on investment alternatives on the IDX in a simple and easy-to-understand manner. Thus, it is hoped that MSMEs can make the right investment decisions and advance their businesses.



Figure 1. Investement Gallery Tulungagung University

Investment galleries play a crucial role in educating students about the capital market, thereby increasing their interest and participation in investments. For instance, the Sharia Investment Gallery at K.H A.Wahab Hasbullah University focuses on socialization and educational activities to attract millennial investors, highlighting the benefits of investing in the capital market (Widyaningsih & Rahayu, 2022). Similarly, the Indonesian Stock Exchange Investment Gallery has been instrumental in increasing the number of stock investors, particularly during the COVID-19 pandemic, by effectively targeting Generation Z (Simamora, et al, 2023).

The young generation today, including millennials and Gen-Z, is increasingly involved in investment activities. This demographic is characterized by a higher level of creativity and technological savvy compared to previous generations, which influences their approach to financial management and investment (Azhar et al, 2017; Lodha, 2023).

Several factors youth intentions to invest through investment galleries. A study identified perceived image, benefits, facilities, and customer experience as significant factors affecting the intention to reinvest (Sari & Pradana, 2018). Additionally, knowledge about investment profit levels and stock ratings significantly impacts students' investment interests (Hidayat et al, 2020). The presence of mental accounting, where students treat different sources of money differently for investment purposes, also affects investment decisions (Santi et al, 2018).

RESEARCH METHODS

The implementation of the community service program carried out in MSME Sumberejo Kulon Village, Ngunut, Tulungagung through several resolution methods in the form of problem observation, program planning, program socialization, and monitoring. The activity has been going on for one month, namely on October 22, 2024 - November 23, 2024 in Sumberejokulon Village, Ngunut, Tulungagung, East Java, Indonesia.

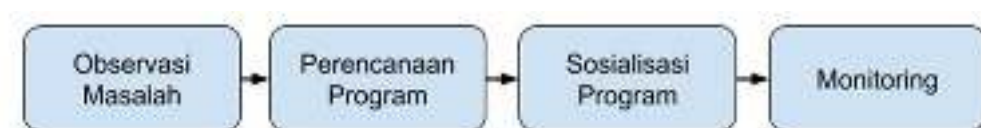


Figure 2. Flow of the Investment Alternative Program for Tulungagung University
Investment Gallery



The first stage is the observation of problems carried out on MSME owners in Sumberejokulon Village, Ngunut, Tulungagung. The activity was carried out in the first week on October 22, 2024 - October 29, 2024 in Sumberejokulon Village, Ngunut, Tulungagung. This observation includes direct monitoring of income from sales, types of savings or savings used, financial management processes, financial administration that has been carried out so far. This activity aims to provide a significant contribution to increasing financial literacy from investment alternatives through the Indonesia Stock Exchange and encouraging the growth of MSMEs in Indonesia. Financial literacy is a significant factor influencing investment awareness among young people. Studies show that a higher level of financial literacy leads to better investment decisions and awareness (Azhar et al, 2017; Ammer & Aldhyani, 2022; Jonathan & Sumani, 2021)

The second stage is program planning which will be implemented in the second week of October 30, 2024 – November 7, 2024. Some of the programs that will be proposed are socialization of financial literacy and investment through the Stock Exchange, socialization and practice of creating accounts to Securities Companies for MSMEs focused on young actors or Karangtaruna in the Village. The social media that will be used is the KISI Gallery application (Korean Investment Securities Indonesia), OVO or Gopay, where this social media is widely used by the Community and there is a link to the Gallery at Tulungagung University.

The third stage is the socialization of the program which will be implemented in the third week of November 8, 2024 – November 15, 2024. The fourth stage is monitoring or evaluation, implemented in the last week of November 16, 2024 – November 30, 2024. Monitoring will be carried out in stages after all stages have been delivered and understood by the MSME partners and youth organization village.

This final stage is expected to provide an overview of the understanding of alternative investment with the Indonesia Stock Exchange through the Investment Gallery at Tulungagung University.

RESULTS AND DISCUSSION

The initial step in this Community Service is to observe problems with MSMEs and youth organizations in Sumberejo Kulon Ngunut Village, Tulungagung. This activity was carried out from Monday, October 22, 2024 to October 29, 2024



Figure 3. The atmosphere of Socialization in Sumberejo Kulon

The first stage, interviews and direct observations, related to ongoing activities from sales income, types of savings or savings used, financial management processes, financial administration. To what extent is knowledge/insight into the capital market

The answers to all questions include saying, so far what is known about mass investment through savings, gold, land, all of which have not touched and know in detail what is investment in the capital market or stock exchange? Some say that investing in the capital market doesn't have to have large funds? While the funds owned are very limited and relatively still small. The problems encountered from the initial survey results are the lack of knowledge/literacy about the capital market, How to invest in the capital market or stock exchange? Can small funds invest in the capital market or stock exchange?

The second stage in this socialization is to discuss the program planning that will be implemented in the second week of October 30, 2024 - November 7, 2024. Socialization provides an understanding of the Capital Market, steps to reach groups so that they can better understand and get to know the world of the capital market, how to get Publication data on market developments, and can access IDX data information.

Socialization aims to provide understanding to the youth organization. Covering the definition, objectives, concepts, mechanisms and others, in order to build understanding, concern, and support for the development of the Capital Market world in general and the development of Understanding about the Capital Market (Stock Exchange) especially the gallery at Tulungagung University. And an emphasis on the understanding that investing in the gallery at Tulungagung University can start at IDR 50,000 (fifty thousand rupiah).

The third stage is the socialization of the program which will be carried out in the third week of November 8, 2024 - November 15, 2024. Socialization is carried out by providing an understanding to MSMEs and youth organizations on how to open a minimum account and make transactions through the application.

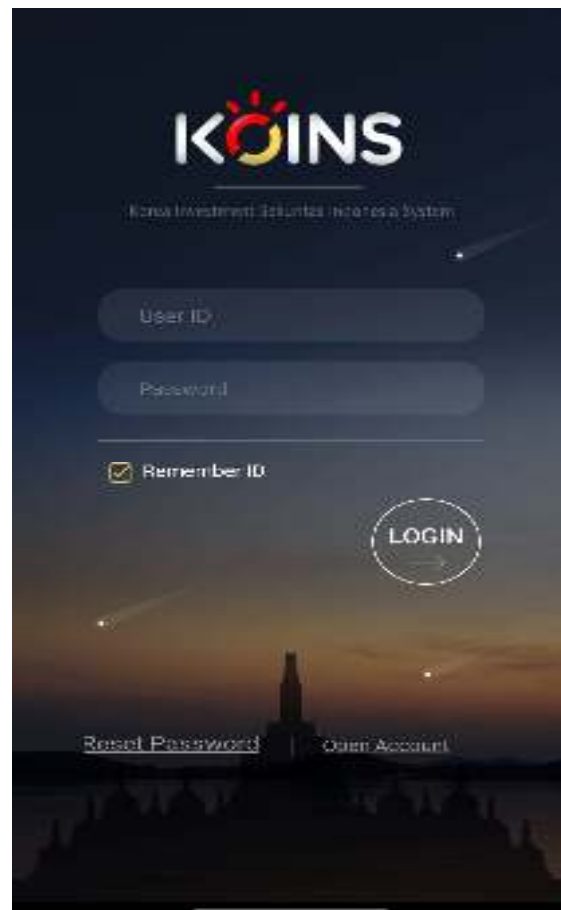


Figure 4. Userface of KISI and KOINS Application

The fourth stage is monitoring or evaluation which will be carried out in the last week of November 16, 2024 - November 30, 2024. Mentoring activities for MSMEs and youth organizations in Sumberjo Kulon village, this mentoring and evaluation process includes analysis of the results of socialization and its implementation for investment practices. By conducting periodic evaluations, problems that need to be fixed and improved can be identified.

CONCLUSIONS AND RECOMMENDATION

Community Service Activities from the Socialization of Alternative Investments through the Indonesia Stock Exchange for MSMEs and Youth at the Tulungagung University Investment Gallery in Sumberejo Kulon Village, Ngunut, Tulungagung have been implemented through 4 stages, namely Problem Observation, Program Planning, Program Socialization, and Monitoring. Results that can be implemented:

1. MSMEs and youth in Sumberejo Kulon Village, Ngunut, Tulungagung understand how to utilize the capital market effectively with affordable investment funds
2. Have practiced learning to invest with the Indonesian Stock Exchange through the investment gallery at Tulungagung University with its partner securities company, KISI (Korean Investment Securities Indonesia)

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