

## Pengaruh Informasi di Media Sosial Terhadap Investment Intention Pasar Modal = The Effect of Information on Social Media on Capital Market Investment Intention

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### Abstrak

Indonesia merupakan salah satu negara dengan pengguna internet dan media sosial yang sangat aktif di dunia. Penggunaan media sosial identik dengan golongan milenial dimana sebagian besar pengguna media sosial adalah anak muda. Usia pengguna internet dan media sosial tersebut sejalan dengan karakteristik demografi investor pasar modal mengalami pergeseran ke usia yang semakin muda. Hal ini menandakan bahwa generasi muda di Indonesia semakin melek investasi, sehingga media sosial banyak digunakan sebagai sarana untuk mencari informasi untuk pengambilan keputusan investasi. Selain itu, banyak bermunculan akun media sosial dengan konsep financial advisor yang kerap dijadikan acuan bagi investor. Penelitian ini bertujuan untuk mengetahui pengaruh informasi yang terdapat di media sosial terhadap niat berinvestasi (investment intention) pasar modal, khususnya di kalangan milenial. Data penelitian dikumpulkan melalui penyebaran kuesioner kepada responden.

.....Indonesia is one of the countries with the most active internet and social media users in the world. The use of social media is very related to the millennial where most social media users are young people. The age of internet and social media users is in line with the demographic characteristics of capital market investors, which have shifted to a younger age. This indicates that the younger generation in Indonesia is increasingly literate with investment, so that social media is widely used to find information as a reference to investment decisions. In addition, there have been many social media accounts with the concept of financial advisors which are often used by the investors. This study aims to determine the effect of information on social media on investment intention in the Indonesian capital market, especially among millennials. The research data was collected by distributing questionnaires to respondents.