

Broadening the Literacy of College Students on Capital Market, Would Galeri Investasi be Able to do the Task?

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Keywords: Indonesia Stock exchange, Galeri Investasi.

Abstract: Indonesian Stock Exchange (IDX) is an affiliated company of Jakarta stock exchange and Surabaya stock exchange. In order to advance Indonesian public's knowledge on capital market, IDX have made cooperation with universities to construct a learning space called Galeri Investasi. The presence of Investasi is expected to be a means of learning space for academics to apply their knowledge which they obtained from attending classes and to support research activities conducted by academics. The Galeri Investasi program, includes seminar and workshop as its activities, is intended for education & socialization of capital market. Moreover, the presence of Galeri Investasi is significantly meaningful for students since they can learn any kinds of products traded on capital market such as share and mutual funds and apply how to make a transaction in capital market. The purpose of this study are to describe (1) Efforts of Indonesia Stock Exchange and OJK in increasing capital market literacy, (2) Investment Gallery benefits in increasing student capital market literacy, and (3) Impact of Investment Gallery at University. Furthermore, this article will discuss the merits and impacts of Galeri Investasi IDX placed on universities.

1 INTRODUCTION

Kemu (2016) stated that OJK as one of the Trisula units of the financial sector together with the Ministry of Finance and Bank Indonesia plays an important role in developing the financial sector. Particularly in terms of carrying out the OJK policy instruments trilogy are financial inclusion, financial literacy (including capital markets) and consumer protection. The OJK policy trilogy is conducted in order for the financial sector to grow sustainably and consumer empowerment occurs. If both matters are well executed, then the ultimate target of the OJK policy trilogy is (i) economic growth, (ii) poverty alleviation and (iii) equal distribution of income can be achieved. Capital markets that are part of the financial sector, have great potential to contribute in the achievement of these targets because of its enormous potential but not yet developed optimally. Based on best practice in various countries, capital market is the second largest source of funding after banking. Therefore, the government should be more focused and seriously to raise Indonesia's capital market which is currently its

role as a source of financing only reaches 47% of GDP.

In this regard, the Financial Literacy Survey conducted by the Financial Services Authority (OJK) in 2014 reveals the Indonesian public's literacy towards the capital market is still sad. Director of Capital Market Regulation of OJK said that the survey mentioned only 4% of the total population of Indonesia who know about the capital market, from 4%, only 0.01% utilizing the capital market to invest and no more than 600 thousand who have securities account. To encourage the growth of these figures, OJK will fix and facilitate the opening of securities accounts.

Channels connecting capital markets and customers are also important for people to more easily buy the existing investment instruments in the capital market. Meanwhile, in order to support OJK mission in increasing the financial literacy of society, East spring again held East spring Tour de Campus 2016 by cooperating with Faculty of Economics and Business Universitas Udayana, Bali. East spring Tour de Campus is an investment education program in the form of seminars at selected universities. Previously East spring Tour de Campus was held at Andalas

University Padang, Padjajaran University Bandung, Gadjah Mada University Yogyakarta, Lampung University and Bina Nusantara University. The event aims to introduce investment, capital market industry and exposure to career opportunities in the capital market to students by bringing in capital market practitioners from East spring. Chief Marketing Officer of East spring said the interest of Indonesian people, including young people such as students in investing in the capital market is still very small. "OJK mentions that 600 thousand of these securities accounts are only 300-400 thousand who invest in mutual funds. This figure when compared with Thailand which has reached 25 million accounts, is still very small.

In line with the previous statement, the Financial Services Authority (OJK) stated that the capital market literacy rate in Yogyakarta is still very low or only 0.11%. This figure is the lowest among other financial products. Based on that consideration, OJK Yogyakarta continues to socialize and educate to improve knowledge about capital market. The low public literacy on the capital market is in contrast to the potential in the capital market. Because the transactions and profits can be very large. Mentioned, one of the efforts to carry out socialization and education about the capital market, the OJK doing stock lab game competition. Stock lab is a card game like a monopoly card that contains the terms of the capital market. Stock lab is a means of socializing and educating the stock market for the layman. This card is packaged as simple as possible, so it's easy to understand. Competition Stock Lab is able to attract students, at least there are 167 people who come from students and students participate in this competition. Head of Capital Market Division of OJK DIY Farhan Nugroho added, stock lab card is a means of education for capital market literacy. Stock lab game has been introduced since 2016. In the early stages, this card has been widely played in 40 campuses throughout Indonesia. Although there is no exact figure, the learning model through the stock lab card can increase the literacy rate. What happened to DIY did not rule out also happened to other regions in Indonesia. Stock lab is a card game that is packaged as simple as possible with various terms in the capital market. In addition to learning the term, through this card later the public can directly conduct transactions. Because, they know when to buy stocks and sell shares. Because in stock lab card game there is also learning how and when to transact. Head of Indonesia Stock Exchange (BEI) Yogyakarta, acknowledge if some terms of the capital market is feels foreign and difficult to understand by ordinary people. Through

this game is expected to increase understanding of the public related to the capital market. The goals of the game are high school students and also students. Socialization through this stock lab card has been done through 29 investment galleries at the University.

In 2016 the Financial Services Authority (OJK) released a national survey on Literacy and Inclusion of Indonesian Finance. Based on survey results, it is stated that Indonesia's financial literacy and inclusion increased at 67.82 percent in 2016 from 59.74 percent in 2013. This indicates that the capital market has become known by the public. Efforts made by Indonesia Stock Exchange (IDX) in order to increase the literacy of public financial inclusion is to organize programs such as Yuk Saving Stocks, with only Rp 100.000 and established some investment gallery spread over the Universities in Indonesia. The program is expected to achieve Indonesia's financial inclusion literacy target of 75 percent by 2019. Currently in Indonesia there are 258 investment galleries and by 2017 will grow to 300 investment galleries. Head of Representative Office (KP) Indonesia Stock Exchange (BEI) DIY stated that with the segmentation of young people through the product Yuk Nabung Shares is expected from a young age already familiar with stock products so that no longer stuck with the investment is not clear. The existence of investment gallery in a number of college campuses of Higher Education adds opportunities for students to practice in the investment world.

Investment Gallery Indonesia Stock Exchange (IDX) is a means to introduce the Capital Market from an early age to the world of academics. Investment Gallery BEI concept 3 in 1 which is a collaboration between BEI, Higher Education and Securities Company is expected not only to introduce Capital Market from the theory side but also practice. Going through IDX Investment Gallery which provides real time information to learn to analyze stock trading activity, is expected to be a bridge to the mastery of science and its practice in capital market. Investment Gallery BEI provides all publications and printed materials regarding capital markets issued by the Indonesia Stock Exchange including Capital Market regulations and Laws. The information and data in IDX Investment Gallery may be used by the academic community for academic purposes, not for commercial purposes in the case of sale and purchase transactions.

With the Investment Gallery BEI expected to be mutually beneficial for all parties so that the dissemination of capital market information on target and can provide optimal benefits for students,

economic practitioners, investors, observers of capital markets and the general public in the region and surrounding both for the benefit of socialization and education / Capital market education or for the benefit of economic or alternative investment (<http://www.idx.co.id/id-id/beranda/tentangbei/programbei/galeriinvestasibei.aspx>)

Lusardi and Mitchell (2007) stated that financial literacy is a financial knowledge with the aim of achieving prosperity. Lawrence et al (2006) also states a similar thing that it takes knowledge of how to manage finances and how to invest in techniques that cannot be ignored, like previous times. Furthermore Cude et al stated that the cause of the development of financial instruments without accompanied by the desire of people to invest one of them is the low literacy financial community. Thus financial literacy plays an important role in increasing knowledge about capital market.

Based on the above statement, this research will discuss about (1) Efforts of Indonesia Stock Exchange and OJK in increasing capital market literacy, (2) Investment Gallery benefits in increasing student capital market literacy, and (3) Impact of Investment Gallery at University.

2 METHODS

This research is descriptive qualitative research type. A method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive study is to make the description, description or painting systematically, factually, and accurately about the facts and the nature or relationship between the phenomena being investigated. The object investigated in this research is the role of Investment Gallery in increasing capital market literacy. Furthermore, this research use triangulation for collecting data there are observation and documentation.

3 RESULTS AND DISCUSSION

BEI-OJK's efforts in increasing capital market literacy are (1) held East spring Tour de Campus 2016 by cooperating with Faculty of Faculty` on Higher Education. This program has been implemented at the Faculty of Economics and Business Udayana University, Bali. East spring Tour de Campus is an investment education program in the form of

seminars at selected universities. Previously East spring Tour de Campus was held at Andalas University Padang, Padjajaran University Bandung, Gadjah Mada University Yogyakarta, Lampung University and Bina Nusantara University. The event aims to introduce investment, capital market industry and exposure to career opportunities in the capital market to students by bringing in capital market practitioners from East spring, (2) carrying out a stock lab game competition program. Stock lab is a card game like a monopoly card that contains the terms of the capital market. Stock lab is a means of socializing and educating the stock market for the layman. This card is packaged as simple as possible, so it's easy to understand. The stock lab game training is held to expand and improve the knowledge and role of students in the use of financial products and services in the capital market. Competition Stock Lab is able to attract students, at least there are 167 people who come from students and students participate in this competition in the area of Special Istimewa Yogyakarta. Through this game is expected to increase the understanding of the community related to capital markets, (3) organize programs such as 'Yuk Saving Stocks', with only Rp 100,000. The Indonesia Stock Exchange (IDX) invites all Indonesians through the 'Yuk Nabung Saham (YNS)' campaign to start investing in the capital market. By providing knowledge to the public about the ins and outs of capital market investments, BEI wants to raise awareness of the importance of investing in stocks, increasing the number of local investors also improving the economy of Indonesian society, (4) establishing several investment galleries scattered across the universities in Indonesia. Investment Gallery BEI concept 3 in 1 which is a collaboration between BEI, Higher Education and Securities Company is expected not only to introduce Capital Market from the theory side but also practice. In the future through BEI Investment Gallery which provides real time information to learn to analyze stock trading activities, it is expected to be a bridge to the mastery of science and its practice in the capital market, and (5) organize the Capital Market School (SPM) and Sharia Capital Market School (SPMS). This capital market education and socialization program is held regularly by the Indonesia Stock Exchange (IDX). All the general public can become SPM and SPMS participants as long as they have registered in accordance with applicable terms and conditions.

The purpose of this program is to provide a true education about investment, to educate about stock investments, to provide information on mechanisms

to become a stock investor, to educate the theory of stock selection to be invested, and to provide information about institutions in capital markets that provide facilities and Protection to investors, and (6) organizing capital market seminars and workshops, the purpose of this program is to enable students and communities to interact directly with capital market practitioners.

Furthermore, the benefits of investment gallery establishment in universities are (1) For Indonesia Stock Exchange as a means of socialization & education in academic circles so that it can be done well, so that academic community is expected not only to know Capital Market from theory side but can directly do (2) For universities, there are strategic alliances with capital market actors (BEI, AB, Vendor Data) and Improving Brand Name and Sales Value of Higher Education, (3) For Securities Exchange Member Company, as a media promotion step among students / Academician and as media recruitment of reliable Capital Market Human Resources, (4) For Data Vendor, as a media step of promotion of data product among academicians, do not issue hardware investment for corner of Indonesia Stock Exchange & Capital Market Lab and as media recruitment Human Capital HRM .

Next, the impact of investment gallery establishment on Higher Education are (1) the education or socialization of capital market through Investment Gallery in the form of capital market training with themes such as introduction of capital market products, transaction mechanism, fundamental analysis and technical analysis. In addition to the training there are also stocks simulation activities, capital market schools and some other activities related to the capital market, (2) students can use the available computer facilities in the Investment Gallery room to learn about capital market products, study Danareksa's research on economics , Stocks and bonds, and see information on stock price movements and news that are the concern of investors in the stock market, (3) Increase the knowledge of students in terms of investment, especially stock investment, students can directly participate to feel investing with stock instruments, (4) keep up with the economic, business, security, social trends that affect the dynamics of stock movement, (5) to grow the soul and investment climate and to minimize the "literacy" of investment among students or the generation Young in general, and (6) attract students And the young to become investors in the capital market.

4 CONCLUSIONS

Based on the results of discussion in this article is expected to encourage and motivate students to invest and take part in the stock exchange so as to create young investors. Furthermore, the conclusion of this article as below.

Efforts made by BEI OJK in increasing capital market literacy include East spring Tour de Campus, stock lab game competition program, such as 'Yuk Saving Stocks', establishing several investment galleries scattered in universities in Indonesia, conducting Market Schools Capital (SPM) and Syariah Capital Markets School (SPMS), organize seminars and capital market workshops. The role of Investment Gallery is a means of socialization & education in academic circles, strategic alliances with capital market actors (BEI, AB, Data Vendor) and Improve Brand Name and Sales Value of Higher Education, media promotion step among students / academics and as media recruitment Capital Market HR is reliable, and as a media step promotional product data among academics. The impact of investment gallery establishment in Higher Education is the education or socialization of capital market through Investment Gallery, students can use computer facilities available in Investment Gallery room, Increase student knowledge in investment, keep up with economic, business, security, Social, growing soul and investment climate as well as minimal "literacy" of investment among students, attract students and young people to become investors in the capital market.

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