
Online Stock Trading Workshop In Providing Understanding To The Public To Invest The Indonesia Stock Exchange

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Abstract

Investment is defined as the process of capital investment undertaken by an investor both foreign and domestic investors with the aim of making a profit. Investment is a term that is familiar to the public, both the upper, middle and lower class. However, most people have the perception that being an investor must be people who have a lot of money, especially for investing in large companies that are well known. Actually, this perception can be minimized by inviting people to conduct online trading training and providing an understanding to them that being an investor is not only among people who have a lot of money. Currently, the Indonesia Stock Exchange has made it easy for investors from the lower middle class to be able to act as investors. The solution provided by the Indonesia Stock Exchange is to reduce the number of shares in 1 lot, which is 100 shares. Finally, it is expected that with this online trading training activity, it can attract people to invest in the capital market.

Keywords: *investment, online stock Trading,*

INTRODUCTION

Investment is not something new among the wider community and it is common to know more in depth. Investment according to economic experts can be defined as the process of investment undertaken by an investor both foreign and domestic investors with the aim of making a profit (Brigham and Houston, 2010). Meanwhile, according to (Anik, 2006) investment is an investment for one or more assets owned by a company in the hope of getting a profit in the future. And stock investment is the ownership or purchase of company shares by another company or individual with the aim of obtaining additional income beyond the income from the main business. Profits earned by an investor in investing in shares in the form of capital gains and dividend distributions. Both of these things both receive benefits but the difference is the time period of receipt. If investors expect long-term investment, the income obtained is distributed in the form of dividends, but if they expect short-term investment, what is needed is a capital gain (Bambang Riyanto, 1995).

Dividends are a long-term investment that can be received in one period and can even be more than that depending on the policy of the dominant shareholder or because the company earns a small profit in that period. While capital gain / loss is the difference between the purchase price and the sale price of the stock. If the selling price is more than the buying price, then the investor will get capital gains. But conversely, if the purchase price is higher than the selling price, the investor will get a capital loss.

Being a beginner investor does not have to have large capital to invest in the Efeek Indonesia Exchange. So the paradigm that states that to be an investor to invest in the IDX must have large capital, it is not true. Ease is meant by reducing the number of sheets of stock in one slot that is 100

sheets in one slot. This makes it very easy for potential investors to buy shares as an investment in the companies to be targeted.

To become an investor then the first thing we do is contact the nearest securities to activate your account to serve as a medium for investment. Many securities to accept potential new investors to create an account. Even the campus has collaborated with sekurita to help the community become a potential investor. In this case, there is no need to bother looking for other securities to create an online trading account, please visit the investment gallery of Unmuh Ponorogo at the Faculty of economics to immediately create an account as an investor. Investment gallery Unmuh Ponorogo Faculty of Economics has been working with the securities to help the people of ponorogo to become an investor.

The problem is that there are still many people, especially in Ponorogo regency who do not understand the stock investment in Indonesian Securities Market. This can be seen from the data of the investment Gallery of the Faculty of Economics, which is still dominated by students of the University of Muhammadiyah Ponorogo, especially the Faculty of Economics, while the community is still small. The lack of community activity in investing is caused by a lack of public understanding of investment in the Indonesia Stock Exchange. The workshop was held at Ngunut Village Hall, Babadan district, Ponorogo Regency. Although the people in the village are familiar with the internet, but in reality they do not understand about online stock trading.

RESEARCH METHODS

Refer to the problems of partners who do not have the understanding and thinking in investing in shares in the Indonesia Stock Exchange, so that researchers will carry out online trading workshop with the implementation methods are as follows:

- 1) invite the public to attend online trading training events
- 2) provide a basic concept of securities traded in the market
- 3) capital. This activity aims to provide a basic understanding of the participants who follow the service activities, so that it will provide convenience when mentioning the terms that exist in online trading applications
- 4) provide direct training to the community with the help of online trading applications supported by an adequate internet network. In this activity, I gave direct practice using the online trading application by explaining how to use each function that was applied.
- 5) explain the procedure for how to become an investor. After the exposure of the use of online trading applications, giving a direct explanation it will be easy to become an investor by explaining all the steps to register yourself.
- 6) invite the public to become exemplary investors who are equipped with good analysis and sensitive to stock movements.

RESULTS AND DISCUSSION

The workshop that was held on August 3, 2019 at the Ngunut village hall, Babadan district, Ponorogo Regency gave significant results. Many participants asked the speaker who is a lecturer at the Faculty of Economics, University of Muhammadiyah Ponorogo who is also actively investing in the Indonesia Stock Exchange related to the material presented. One speaker explained the

importance of investing and saving from now on. Another speaker explained how to invest in the Indonesia Stock Exchange. Participants came from students, employees, and the general public enthusiastically followed the activities from beginning to end and there were several participants who opened accounts to invest in the Indonesia Stock Exchange. Investment in Indonesia Stock Exchange does not require large capital. Only with money less than one hundred thousand can buy 1 lot of shares for investment in a company that is on the Indonesia Stock Exchange. The ability of people in technology can be a capital to determine the movement of their stock prices on the Indonesia Stock Exchange. This is also one of the reasons for the easy transaction of shares on the Indonesia Stock Exchange.

CONCLUSION

Providing an understanding of stock trading in the community needs to be done considering that in carrying out stock trading activities the main requirement is knowledge and ability to analyze stock movements. With the knowledge and ability to choose stocks that have the potential to increase returns, prospective investors will easily predict the benefits that will be obtained from the results of trading. The stock trading application needs to be introduced to all participants/community with the aim of introducing the trading application and each use or function of each menu or icon displayed in the trading application. Assist the community in creating a trading account by filling in the biodata to create an account number and then it will be further processed by us to activate their account.

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