



THE YOUTH INTEREST TO INVEST IN STOCKS: EDUCATION, ADVERTISING AND MOTIVATION

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Abstract: Stocks are an important and relatively popular instrument in a company and the capital market. Shares are intended for companies that have made an initial public offering (IPO) in the capital market or financial market to obtain capital from investors to develop their business and company to be more significant. In this way, the company and investors will mutually benefit from the IPO process and share ownership, including 1) Shareholders receiving stock dividends. The distribution period varies between companies, and the nominal dividend is based on the number of shareholdings. It is distributed based on the profits earned by the company. 2) Shareholders get Capital Gain, where every time the share price increases, It can use to sell shares when the price is far above the purchase price, 3) Shareholders have time flexibility due to the long-term nature of the stock and low risk. The research method used in this research is descriptive qualitative. The results of this study are: 1) Education is related to Youth Interest in Invest in Stocks, 2) Advertising is related to Youth Interest in invest in Stocks, and 3) Motivation is related to Youth Interest in invest in Stocks.

Keywords: Interests, Youth, Stock Investment, Education, Advertising, Motivation

INTRODUCTION

Investment is one of the activities of providing capital to a company, either in the form of assets or money, hoping to obtain profits from the invested capital within a certain period. In Indonesia itself, the investment phenomenon began to be discussed, especially by the millennial generation in 2017, assuming that they would earn high incomes and be financially independent. However, to invest or invest in companies, we must carry out analyzes so that the capital we provide to the company can be used correctly and adequately. The analysis can be used by looking at the company's financial statements, annual reports, company performance reports, and others. By carrying out various kinds of analysis, it is hoped to minimize the risk of loss when investing or investing in shares in a company.

This article discusses Youth Interests To Invest In Stocks: Education, Advertising, and Motivation.

Formulation of the problem

Based on the background described by the researcher, the formulation of the problem is determined as follows:

1. Is Education related to Youth Interest in Investing in Stocks ?
2. Is Advertising related to Youth Interest in Investing in Stocks ?
3. Is Motivation related to Youth Interest in Investing in Stocks ?

LITERATURE REVIEW

Education

Education is an act or process of action to acquire knowledge. Furthermore, Muhibbin added a rather broad understanding of education, namely a process with specific methods so that people gain knowledge, understanding, and ways of behaving according to their needs. The educational process continued by Muhibbin does not only take place in formal educational institutions (schools). However, it can also occur in educational institutions outside of school (non-formal and informal), such as in the community, and other educational institutions can also occur in the household. (Pitri et al., 2022)

The gift of God given to humans is the gift of reason which is used as a differentiator between right and wrong. However, optimizing the mind requires guidance called education. Education is conscious guidance by educators to the educated towards the physical and spiritual development of the educated towards a better personality, which leads to the formation of an ideal human being. (Munjiat, 2018)

Advertising

Advertising is a non-personal presentation and promotion of an idea or ideas, goods or services by a particular sponsor that requires payment. (Philip Kotler, 2005). Advertising is sales messages that are persuasive or invite people who need a payment to convey the message. (Haryani, 2019)

Media or advertising tools in conducting promotions are grouped by Fandy Tjiptono (2008:243) as follows: 1) Print media, 2) Electronic media, 3) Outdoor media. TV commercials are something that we are used to and often see in our daily lives. Because after being sold commercially on television, it is no longer a luxury item and tends to be an everyday item that we can see at home and everywhere. Television is a medium that can provide convenience and comfort to its viewers because it can present sound and moving images according to the original. (Firdayanti et al., 2022)

Advertisers We are interested in placing advertisements on television because it is a broad broadcasting medium for the general public to watch and watch. In addition, most television and broadcasters offer advertisers or sponsors to sell a portion of their broadcast time to fund television broadcast networks in the form of advertisements. And for this, TV advertisers are charged differently depending on the classification of the broadcast program. As TV viewers, we often see tv commercials or advertisements on the sidelines of the programs we watch. For

some people, TV commercials can be considered uncomfortable, but TV commercials can be attractive for people of a certain age. (Firdayanti et al., 2022)

Motivation

According to Siagian (2004: 287), motivation is an invitation to employees to do work optimally to obtain organizational success and achieve its goals and objectives. It will guarantee the quality of employees. (Andika, 2019)

Motivation is one of the most critical factors influencing human behaviour and performance. Motivation theory has been discussed and conceptualized by various researchers. The level of motivation of an individual or team given in their task or work can affect all aspects of organizational performance. In recent research, motivation is defined as the willingness to exert a high level of effort towards organizational goals, which is conditioned by the effort's ability to satisfy some individual need. (Wan & Tan, 2013)

Employees can be motivated if the company's goal setting is based on the interests and needs of employees. Motivational factors influenced by job satisfaction are good salary, safe work, cohesive co-workers, appreciation for work and meaningful work. (Heidjrachman and Husnan, 2002)

Motivation is significant for teenagers who sit in school because, with motivation, students will realize the importance of learning for their future. Motivation will affect the achievement of a teenager's goals, with the motivation of teenagers being more motivated to achieve their goals. Then motivation is also needed in the learning process because if there is no motivation, the learning process will not happen. (Rahmawati et al., 2019)

Table 1: Previous Research

b	Author (year)	Previous Research Results	Similarities to this article	Difference to this article
1	(Pitri et al., 2022)	Factors Affecting Islamic Education: Paradigm, Systematic Thinking and Government Policy (Literature Review of Education Management)	Discussing Education and the Importance of Education	Discussing Paradigm, Systems Thinking, and Government Policy
2	(Munjiat, 2018)	The Role of Islam In the Formation of Adolescent Character Education	Talking about Education	Discussing the Role of Islam in the Formation of Adolescent Character Education
3	(Haryani, 2019)	Effect of Advertising and Sales Promotion on Purchase Decisions	Discussing Advertising and the Benefits of Advertising on Purchase Decisions	Discussing Sales Promotion
4	(Firdayanti	Literature Review Purchase	Talking about	Discussing about

	et al., 2022)	Decisions Through Buying Interest: Tv Advertising Promotion And Social Media	Advertising	Purchase Decisions through Buying Interest and Social Media
5	(Andika, 2019)	The Influence of Work Motivation and Job Competition on Work Productivity through Job Satisfaction as an Intervening Variable for Employees at Universitas Pembangunan Panca Budi Medan	Discussing Work Motivation	Discussing Job Competition on Job Productivity through Job Satisfaction as an Intervening Variable for Employees at Universitas Pembangunan Panca Budi Medan
6	(Rahmawati et al., 2019)	The Relationship of Duration of Social Media Use With Adolescent Learning Motivation	Discussing Motivation in Adolescents	Discussing the Duration of Social Media Use on Adolescent Learning Motivation
7	(Mukti & Rosadi, 2022)	Factors Affecting Islamic Education: Truth, Knowledge, Values and Morality Thinking System (Literature Review of Islamic Education Management)	Discussing about Education in Adolescents	Discussing Islamic Education, System Thinking, Truth Knowledge, Values, and Morality
8	(Bahri & Chairatun Nisa, 2017)	The Effect of Career Development and Work Motivation on Employee Job Satisfaction	Talking about Motivation	Discussing career development and work motivation on employee job satisfaction
9	(Rindy, 2015)	The Influence of Work Ability and Work Motivation on Employee Performance (Study on Employees of Pt Perkebunan Nusantara X (Sugar Factory) Djombang Baru)	Talking about Motivation	Discusses work ability and work motivation on employee performance (Study on employees of PT Perkebunan Nusantara X

				(Sugar Factory) Djombang Baru)
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RESEARCH METHODS

This study uses descriptive qualitative methods and library research by collecting data sourced from Google Scholar and using Mendeley as a reference. The procedures for making this article are: 1) Determining the title and variables, 2) Collecting data, 3) Performing data analysis, and 4) Performing data processing so that it becomes this article.

A literature review must be used consistently with methodological assumptions in qualitative research. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory. (Ali & Limakrisna, 2013)

DISCUSSION

Based on the problem formulation and theoretical study described above, the researchers discussed the research variables as follows:

1. The Relationship between Education and Youth Interest in Investing in Stocks

A person who has sufficient knowledge and education will understand more about investing money or assets he has. He aims to manage the funds he has to make passive income in the long term. However, to invest in stocks, these teenagers must understand the condition of a company that they will later deposit their capital to manage, with the hope of not causing significant losses on the capital that has been deposited. (Samsirin, 2015)

Ordinary or uneducated people also have the same interest in investing in stocks, but their education or knowledge and capital are limited to investment. That way, usually ordinary people will learn self-taught through the Google or YouTube platforms about reasonable and correct stock investing procedures. (Somad, A., Imron Rosadi, K., & Ali, 2021)

However, not all the ways and tips for investing shown on YouTube are good guidelines because there are actors who play "fried stocks" to make profits from someone who deposited their capital to the issuer of the company. For this reason, it is necessary to understand how to invest appropriately and correctly by attending credible seminars and investment books with authors who are trusted in their fields and being able to visit the Indonesia Stock Exchange to learn about investing in stocks. (Sajirun & Syah, 2020)

2. The Relationship between Advertising and Youth Interest in Investing in Stocks

Advertising deals with procedures for promoting an item or product. Advertising is also closely related to attracting consumers to buy or use the advertised product. In advertising a product or product, the advertiser also determines the target, market share, or market segmentation of the advertisement they promote, whether the product is homemakers, teenagers or children. In addition, the placement of advertisements also affects the effectiveness of an advertisement based on the target market. That way, the purpose of advertising is clear, and its existence is more effective. (Haryani, 2019)

Regarding Stock Investment, currently, advertisements that contain, discuss or offer these things are often found on social media platforms by presenting great benefits. Teenagers, as millennials, will be very interested in this, especially at a young age. They are still looking for identity and need to prove themselves to their environment. Currently, the sensitivity of teenagers to stock investment, especially in Indonesia, continues to increase, as indicated by the development of many securities or platforms that provide investment opportunities. However, It must consider that in having an investment platform, it must be credible, relevant, and reliable. For example, the platform or securities are registered with the Financial Services Authority so that the OJK can check their financial activities. (Mawara, 2013)

3. The Relationship between Motivation and Youth Interest in Investing in Stocks

Motivation is an impulse or desire that arises within or outside oneself to carry out activities with specific goals. In the context of stock investment, teenagers have the motivation to have their income and income that can be used to meet needs or be used for extravagance. In the current era of digital and social media development, the openness of public access allows you to see someone about their lifestyle, causing social inequality and a hedonistic lifestyle. (Mahmudah, 2015)

The influence of the environment dramatically affects this motivation. At the age of adolescence, it is a time when a person is said to have a clear purpose and direction for his future life. The limited employment opportunities and the low interest of youth in education have increasingly influenced adolescents to choose other ways to earn income. (Sanny et al., 2013)

In addition, social factors are also related to youth' interest in investing in stocks. For example, if a teenager is given a new car by his parents without the need for hard work or saving. Of course, his friends will feel jealous and inspire motivation to be able to have something similar to him even though the level of economy and income they have are also different in this regard. (Rajab & Saputra, 2021)

Conceptual Framework

Berdasarkan kajian teori yang telah diuraikan diatas, maka peneliti menentukan kerangka konseptual sebagai berikut:

The Youth Interest To Invest In Stocks: Education, Advertising, and Motivation

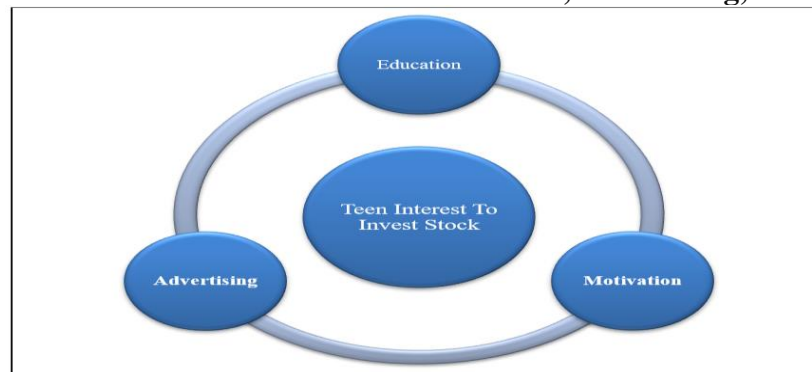


Figure 1: Conceptual Framework

This article discusses the interest of teenagers to invest in stocks: education, commitment, advertising. There are other variable indicators related to the current variable, namely:

- 1) Environment: (Mulyani et al., 2020), (Ali & Sardjijo, 2017), (Riyanto, Sutrisno, et al., 2017).
- 2) Organization: (Sari & Ali, 2019), (Brata, Husani, Hapzi, 2017), (Limakrisna et al., 2016), (Desfiandi et al., 2017), (Harini et al., 2020), (Riyanto, Pratomo, et al., 2017), (Sulaeman et al., 2019), (Ali, 1926), (Masydzulhak et al., 2016), (Widodo et al., 2017), (Silitonga et al., 2017), (Rivai et al., 2017), (Prayetno & Ali, 2017), (Saputra & Ali, 2021), (Rajab & Saputra, 2021), (Saputra & Ali, 2022).
- 3) Culture: (Purba et al., 2017), (Brata et al., 2017a), (Harini et al., 2020), (Elmi et al., 2016).
- 4) Social: (Elmi et al., 2016), (Gusfa et al., 2017), (Harini et al., 2020), (Kholisoh & Ali, 2020), (Mansur & Ali, 2017), (Ali, 2019), (Purba et al., 2017).
- 5) Commitment: (Limakrisna et al., 2016), (Harini et al., 2020), (Prayetno & Ali, 2017), (Riyanto, Yanti, et al., 2017), and (Masydzulhak et al., 2016), (Rajab & Saputra, 2021).
- 6) Promotion: (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita, et al., 2018), and (Brata et al., 2017b).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the theoretical studies and discussions that the researchers have described, the conclusions of the researchers are as follows:

1. Education is related to Young Interest to Invest in Stocks
2. Advertising is related to Young Interest to Invest in Stocks
3. Motivation is related to Young Interest to Invest in Stocks

Recommendation

Based on the conclusions above, there are other factors related to Adolescent Interest in Investing in Stocks apart from Education, Advertising, and Motivation, namely: Environmental, Social, Cultural, Organizational, and Commitment.

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