



Effectiveness of the Introduction Capital Market Activities to the Younger Generation Through the Support of Internship Programmes

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ABSTRACT

Stock trading on the capital market is one of the investment activities. The capital market has become one of the places where transactions on securities can be carried out. Given the importance of expertise in this field, there is an internship for students to apply the knowledge previously acquired from the Capital Market School. The highly expected output of the internship activity is that students are able to read stock price movements, where they understand when it is time to buy stocks and when it was time to sell stocks, to be able to make a profit. Participants who take part in this internship will have skills in Opening Stock Account Administration up to the release of RDN, Selling Buy Stock Practices, Analysis of Stock Price Movement Transaction Graphs, and Knowledge of Advanced Material for BPPE Certification.

INTRODUCTION

A capital market is a market for a variety of long-term financial instruments with a duration of more than one year, such as stocks, bonds, debt funds, and various derivative instruments of securities. The long-term funds traded are represented in securities. The type of securities traded on the capital market has a maturity of more than one year and some have no maturity. Long-term funds are traded bonds, whereas long-term equity are common stocks and preferential stocks (preferred stock). A capital market in a narrow sense is an organized place (in the physical sense) that trades securities (equities), which is then called a stock exchange.

The primary market is the market for newly issued securities. In this market, funds are derived from the sale of new securities or securities from the buyers of securities (called investors) to the company issuing the securities (emitents), while secondary markets are the existing securities trading markets (old securities) on the stock exchange. The money flowing from these transactions no longer flows to the issuing company, but only flows from one securities holder to the other.

The investors who enter the capital market come from a wide range of communities. In view of their objectives as investors, they can be grouped into several groups, namely:

- (1) investors seeking to obtain dividends, this group of investors is looking for companies (emitents) that are stable, and expect a stable share of profits (dividends),
- (2) investors aiming to trade, the price changes occurring are very attractive for these investors with the aim of gaining profit from the rise in the share price (capital gain),
- (3) groups interested in ownership of companies, these groups choose companies that are good because they prioritize their role as company owners
- (4) speculators, the group is more interested in the shares of newly emerging companies, but has good prospects in the future, and they play a role in increasing market activity and increasing the liquidity of stocks on the stock exchange effect.

In making investments in the capital market, investors must be fully aware of the profits and losses that will occur, therefore playing in capital markets is not guaranteed to get capital gain, i.e. the difference between the purchase price and the sale price of the stock, but also the capital loss. For this, there are several investment strategies that can be done, especially in the form of stocks in order to obtain capital gains, among others:

- (1) Buy in the first market, then sell as recorded on the stock exchange, this strategy is done with the belief that the stock price will rise once an issuance of the stocks is recorded in the market,
- (2) Aggregate several kinds of shares in a single portfolio, these strategies can minimize the investment risk because the risk will be spread on different types of stock,

- (3) Buy and save, this strategy can be used when investors have confidence that the company concerned has a prospect of future growth,
- (4) Buy shares sleep, sleep shares are shares that do not get public attention and the investor's value tends to fall below its harder valued (undervalued), either by moving speculative,
- (5) By investors who are likely to move on a strategy that does not have a specific equity or industry strategy,
- (6) That has no equity strategy, which is compatible with the market price of this mechanism and which is sufficient to select the best for this development of the best.
- (7) A strategy by buying certificate units or shares issued by an investment trust, this strategy is suitable for investors who do not have sufficient information or not have enough time to analyze the market.

The investor's decision to retain ownership of the shares of a particular company represents full freedom for the investor. The decision made by the investor depends on the profits obtained from the shares it holds. Stock ownership over such a certain period of time, is an interesting topic to study (Lenny and Indriantoro, 1999), given that the time investors own stocks can also be used to predict the profits that will be obtained.

The fact that investors do not buy or sell shares can often be influenced by external and internal factors of the company. External factors that occur include economic conditions, geographical conditions, or other company conditions, whereas the company's internal factors can be information issued by the company about financial statements, dividend distribution or other policies. In addition, the public opinion about the company can also affect the length of time investors hold the company's shares.

If an investor predicts that the company's shares are profitable, then the investor will decide to buy the shares of the company and then keep them for resale. The holding time of such shares depends heavily on the investor's willingness to profit. An investor may retain the stock for a short period of time, if the stock has yielded sufficient profits, or the sale of the stock is made to reduce the risk of holding the stock. The spread is the difference between the highest price (buy) that causes the dealer to agree to buy a particular stock, and the lowest price (sale) that makes the dealer agree to sell the stock. The size of the spread depends on the amount of cost incurred. The bid price and the ask price are functions of the financing and information held by the dealer. The dealer tries to determine a sufficient spread to cover the various costs incurred.

An internship is a program of learning while practicing working in a direct way at a company for a period of time. Companies that accept interns are entitled to assignment and are obliged to provide guidance throughout the program. At the end of the program, the interns will get an assessment from the company, especially from its direct supervisor. Internships are usually conducted by SMK students as well as graduate students. In some fields of study, internships include one of the compulsory courses that will affect the score. However, there's also a study program that doesn't require it at all.

Basically, the primary purpose of the internship is to serve as a bridge between the world of education and work. There are many benefits that can be taken in this program which can be very profitable when you start looking for a job after graduation. Examples are as follows:

(1) Implementation of Science to Work

In some fields of study, theoretical science studied on campus is sometimes still not enough. Participants still need to learn how to implement the science into real and profitable work activities. The internship program gives you an optimal opportunity to learn that.

(2) Improving Hard Skill

There are many skills and knowledge that will be learned during the internship. Besides getting it from training sessions, we'll practice it directly under professional supervision. This method is effective in developing the abilities of the participants.

(3) Learning various soft skills

In addition to learning hard skills, participants will also learn different soft skills directly and effectively. Your ability to communicate, negotiate, and manage time will surely be heavily eroded during the internship. Participants can also develop a variety of other soft skills, depending on the type of job and the responsibilities of the job undertaken.

(4) Adaptation to the World of Work

The rhythm of the world of work is very different from that of school and college. Not a few fresh graduates are adaptable at the beginning of their work. The internship program provides an opportunity to adapt more comfortably and gradually.

(5) Facilitating Careers as a Fresh Graduate Later After graduating,

Finding a job will be quite challenging due to the high competition and minimum experience. However, being a fresh graduate with an internship experience written on the CV would make it even more outstanding.

IMPLEMENTATION AND METHODS

Bhayangkara University Surabaya Investment Gallery in collaboration with PT. Bursa Efek Indonesia and PT. Phintraco Securitas provides an opportunity for students to participate in the Internship, which aims to deepen the Science of Capital Markets as well as the application of Real Time Capital Market Science Online Trading using the Profits Anywhere Application. In such activities students will be taught how to rate stocks using Fundamental Analysis and Technical Analysis.

This internship lasts for two weeks, and before the student is required to open a Customer Fund Account (RDN) or known as a Share Account or Securities Account, which aims to make it easier for the student to plunge directly into the World of Capital Markets accompanied by Certified Traders. Implementation of this Internship follows the operational hours of the office from 08.00 PM to 16.00 PM at the PT. Phintraco Securities Office of Representative of Surabaya



Figure 1: Working atmosphere in the company



Figure 2: Participants are given an opportunity to apply in person

- As for some of the materials obtained by the participants in this activity are:
- (1) Administration of the opening of the stock account until the publication of RDN
 - (2) Practice of the sale of shares
 - (3) Analysis of charts of transactions of the movement of the price of stocks
 - (4) Knowing the advanced material for BPPE certification



Figure 3: An example of an online transaction chart on an application

RESULTS AND DISCUSSION

Other benefits of this Internship Program include:

- (1) Helping students to complete the Final Task or Thesis in the acquisition of Secondary Data as well as the Analysis required in the completion of the Final Tasks or the Thesis,
- (2) Students have expertise as Stock Brokers, and
- (3) Students will obtain Certification from Phintraco Securities, which is expected to be able to help students to be quickly absorbed and competitive in the world of work.

CONCLUSIONS AND RECOMMENDATIONS

The highest expected output of the internship activity is that students are able to read stock price movements, where they understand when to buy stocks and when to sell stocks, so that students will get Capital Gain from the difference between the sale price and the purchase price of the stock, this can make Active Income if students continue to learn and learn, so will continue to print Profit from the stock trading. In addition, students each year will get Company Profit Sharing or so-called Dividend Sharing, this will also make Passive Income for students



Figure 4 : Documentation Joint Participants

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