REAKSI PASAR MODAL TERHADAP KEMENANGAN IR. H. JOKO WIDODO PADA PEMILIHAN PRESIDEN DI INDONESIA TAHUN 2019
(Studi Pada Saham LQ 45 Tahun 2019)

Resalia Indrianti

Program Studi Akuntansi Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Metro. Kota Metro, Lampung, Indonesia
Email : resaliaindrianti17@gmail.com

Abstrak

Penelitian ini merupakan penelitian *event study* yang bertujuan untuk mengetahui seberapa besar reaksi pasar modal Indonesia terhadap peristiwa kemenangan pasangan Joko Widodo pada Pilpres 2019 dengan indikator yang digunakan berupa *abnormal return* dan *trading volume activity* pada kelompok saham indeks LQ45.Penelitian ini menggunakan data sekunder berupa data harian harga saham, data harian indeks LQ45, data harian volume perdagangan, dan data harian volume saham yang beredar selama periode tujuh hari sebelum, satu hari saat, dan tujuh hari setelah peristiwa. Hari saat peristiwa yaitu pada tanggal 22 mei 2019. Penggambilan sampel menggunakan teknik *pusposive sampling method*. Jenis data yang digunakan adalah data kuantitatif. Teknik pengambilan data dalam penelitian ini dengan cara dokumentasi. Pengujian terhadap hipotesis menggunakan One-Sample t Test dan Paired Sample t-Test. Hasil penelitian menunjukkan terdapat perbedaan reaksi yang signifikan atas rata-rata sebelum dengan setelah peristiwa. Namun tidak ada perbedaan signifikan antara rata-rata *abnormal return* sebelum dengan saat peristiwa. Sama halnya dengan rata-rata *abnormal* return setelah dengan saat peristiwa.Terdapat perbedaan signifikan rata-rata *trading volume activity* sebelum dan setelah peristiwa. Terdapat perbedaan signifikan rata-rata *trading volume activity* sebelum dan saat peristiwa. Terdapat perbedaan signifikan rata-rata *trading volume activity* setelah dan saat peristiwa.

Kata Kunci: Jokowi, Event study, abnormal return, trading volume activity, LQ45, Pilpres trak2019,

THE REACTION OF STOCK MARKET BASE ON JOKO WIDODO'S CHOSEN IN THE ELECTION OF INDONESIA'S GENERAL ELECTION IN 2019 (Studies on Stocks Index LQ45 in 2019)

Resalia Indrianti

Accounting Program, Economy and Business Muhammadiyah University of Metro, Metro City, Lampung, Indonesia

Email : resaliaindrianti17@gmail.com

Abstract

This research is an event study research that aims to find out how big the reaction of the Indonesian capital market is to the victory of the Joko Widodo pair in the 2019 Presidential Election with the indicators used in the form of abnormal returns and trading volume activity on the LQ45 index stock group. This study uses secondary data in the form of daily data. stock prices, daily data on LQ45 index, daily data on trading volume, and daily data on the volume of shares outstanding during the period of seven days before, one day during, and seven days after the event. The day of the event was May 22, 2019. Sampling used a purposive sampling method. The type of data used is quantitative data. The data collection technique in this research is by means of documentation. Testing the hypothesis using the One-Sample t Test and Paired Sample t-Test. The results showed that there were significant differences in the reaction between the average before and after the event. However, there is no significant difference between the average abnormal returns before the event. Similar to the average abnormal return after the event, there is a significant difference in the average trading volume before and after the event. There is a significant difference in the average trading volume before and during the event. There is a significant difference in the average trading volume after and during the event.

Key words: Jokowi, Event study, abnormal return, trading volume activity, LQ45, Pilpres 2019,