



Stock Investment Education through PKK to Build Indonesian Human Resources for Family Welfare

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ABSTRACT

The low level of financial literacy in Indonesia, only 38.03%, is a challenge in managing family finances, especially for housewives. PKK mothers have great potential but do not yet understand stock investment as a long-term financial strategy. This program aims to improve the financial literacy of PKK mothers through stock investment education so that family financial management is more effective.

This program uses a community-based participatory approach with interactive training, stock investment simulations on digital platforms, and direct practice. It lasts three months and includes three stages: basic education, simulation, and direct application. As a result, investment understanding increased from 20% to 85%, and 70% of participants started small investments. This program forms stock study groups, increases self-confidence, creates an investment culture, empowers communities, and improves family welfare.

Rendahnya literasi keuangan di Indonesia, hanya 38,03%, menjadi tantangan pengelolaan keuangan keluarga, terutama ibu rumah tangga. Ibu PKK berpotensi besar tetapi kurang memahami investasi saham sebagai strategi keuangan jangka panjang. Program ini bertujuan meningkatkan literasi keuangan ibu PKK melalui edukasi investasi saham untuk pengelolaan keuangan keluarga lebih efektif.

Program ini menggunakan pendekatan partisipatif berbasis komunitas dengan pelatihan interaktif, simulasi investasi saham di platform digital, dan praktik langsung. Selama tiga bulan, program meliputi tiga tahap: edukasi dasar, simulasi, dan aplikasi langsung. Hasilnya, pemahaman investasi meningkat dari 20% ke 85%, dan 70% peserta mulai investasi kecil. Program ini membentuk kelompok belajar saham, meningkatkan kepercayaan diri, dan menciptakan budaya investasi, memberdayakan komunitas, serta meningkatkan kesejahteraan keluarga.

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A. INTRODUCTION

Indonesia is the fourth most populous country in the world, with most of its population working in the informal sector. This sector is often vulnerable to economic fluctuations, so people need adequate financial literacy to create family economic stability. In this context, groups of mothers who are members of the Family Welfare Empowerment (PKK) have great potential to improve family welfare through financial education, including stock investment. PKK is a community-based organization that empowers the community, especially women, through various programs focusing on education, health, and the economy.

However, financial literacy in Indonesia is still relatively low. Based on a survey by the Financial Services Authority (OJK) in 2019, the Indonesian people's financial literacy level only reached 38.03%, while the level of financial inclusion was 76.19%. This shows that most people have access to financial products but do not understand their use (OJK, 2029). This low level of financial literacy creates weaknesses in household financial management, including using investments to increase family assets.

Partner Situation

As part of the local community, PKK mothers have a strategic role in managing family finances. As the primary managers of the household budget, they often face challenges such as limited income, lack of savings, and minimal understanding of investment. Until now, activities carried out in PKK have focused on practical skills, such as crafts and cooking, without covering more complex financial literacy topics, such as stock investment. Stock investment has great potential to help families build long-term assets and improve economic welfare.

Literature Review

Community-based financial education has been widely implemented in various countries to improve people's financial literacy. Lusardi and Mitchell's research emphasizes the importance of financial literacy in making wise economic decisions (Lusardi & Mitchell, 2013). Lusardi and Mitchell discuss financial literacy as an investment in human capital, which plays a key role in economic decision-making, such as saving, investing, and managing debt. Survey measurements of financial literacy show low literacy levels globally, especially among low-educated or young people. Low financial literacy increases wealth inequality and negatively impacts retirement planning and debt management. Proposed policies include financial literacy education starting in secondary schools and programs targeting vulnerable groups. However, the impact of these policies may be limited for those with low incentives to invest in financial literacy. In addition, Beckmann, (2013) study shows that financial education aimed at women has a significant impact on increasing family economic stability. In Indonesia, similar efforts have been made through financial inclusion programs (Hastutik, 2021; Hatuti & Harmadji, 2022), such as savings training and simple financial management (Harmadji & Hastutik, 2023), but specific education on stock investment has not been widely developed at the local community level such as PKK.



Proposed Ideas and Solutions

The stock investment education program through PKK proposes an innovative step to overcome the limitations of financial literacy among homemakers. This program aims to:

1. Provide basic knowledge about stock investment, including capital market mechanisms, risks, and potential profits.
2. Equip PKK mothers with practical skills in selecting stocks and applications that follow family financial goals.
3. Encourage an investment culture as part of sustainable family financial management.

This educational program will be implemented through interactive training sessions, investment simulations, and group mentoring. This approach ensures that participants grasp and apply the fundamental concepts daily.

Activity Objectives

The main objective of this activity is to build superior human resources (HR) at the community level through increasing financial literacy, especially in stock investment. With this education, it is hoped that PKK mothers will be able to:

1. Manage family finances more effectively by utilizing investments for long-term savings.
2. Improve family welfare through diversification of income sources.
3. Become agents of change who can transmit financial literacy to the surrounding community.

By focusing on PKK communities that have never received similar education, this program is expected to be a model for similar initiatives in other regions in Indonesia.

B. METHODS

The stock investment education program will be implemented with an inclusive and participatory community-based approach to address partner issues. The service method involves several main stages: planning, implementation, evaluation, and sustainability. Each stage is designed so that PKK mothers can understand, apply, and disseminate the knowledge they have acquired. The following is a description of the method and implementation of activities:

1. Planning

This stage involves coordinating with local PKK administrators to map the community's needs, potential, and constraints. Several steps are taken:

- Initial Survey: Identifying the initial level of financial literacy of PKK mothers and their expectations of the program.
- Module Preparation: Create a simple, interactive training module that follows



housewives' daily context. The material will include an introduction to the capital market, initial steps in stock investment, risk management, and long-term investment strategies.

- **Schedule Preparation:** Determining a flexible training schedule, adjusted to the routine meeting schedule of PKK mothers.

2. Implementation

This program will be implemented for 3 months, with a meeting frequency of 1 time per month for 2 hours. The implementation methods include:

- **Interactive Training:** Delivery of educational materials with a participatory approach, such as discussions, questions and answers, and completion of case studies.
- **Investment Simulation:** Using a virtual platform, providing practical experience through stock investment simulations. Participants will practice buying and selling stocks and analyzing investment risks and opportunities.
- **Group Guidance:** Forming small discussion groups among participants to share experiences and deepen understanding.
- **Local Case Studies:** Using real examples of relevant local company stocks makes it easier for participants to relate the material to their situations.

3. Evaluation and Monitoring

- **Initial and Final Evaluation:** Conducted to measure the improvement of participants' understanding of investment literacy through pre-test and post-test.
- **Participant Feedback:** We collect feedback from participants to assess the success of the program and identify opportunities for improvement.
- **Post-Training Monitoring:** Mentoring for 1 month after the training is completed to ensure participants can apply the knowledge they have learned, including starting to invest with a small amount.

4. Program Sustainability

To maintain long-term impact:

- **Establish PKK Stock Study Groups** that function as forums for sharing experiences, monitoring investment developments, and discussing related issues.
- **Establish partnerships** with local financial or securities institutions to provide easier access for participants who want to invest.
- **Prepare practical guides** in pocketbooks or video tutorials to ensure participants can continue learning independently.

Series of Activity Programs

Month 1: Preparation and Basic Education

- **Socialization** of the program to PKK mothers.
- **Initial material:** introduction to the capital market and stock investment mechanisms.



Month 2: Simulation and Practical Application

- Stock investment simulation training using an online platform.
- Local stock case studies and risk analysis.

Month 3: Mentoring and Evaluation

- Discussion of investment simulation results.
- Direct practical mentoring (real investment) with a small amount.
- Final evaluation and sustainability plan.

Activity Location

The activity will be held in the village hall or the house of one of the PKK members who has been given a turn for the routine PKK meeting held every month as our partner. This location also supports the creation of a conducive atmosphere for learning and discussion. This PKK meeting is a comfortable place for PKK mothers to meet each other to convey special messages from the government or complaints from residents, which are accommodated by the PKK Chairperson who is usually chaired by the RT Head. As a role model, we are located in RT 06. RW 05. PKK Karang Besuki Widoro Dau Village, Malang Regency.

All PKK members generally have mobile phones as a basic need in the digital era. The internet as a necessity for these PKK mothers has become commonplace, becoming a comfortable discussion space in the socialization and education of provisions for building Indonesian human resources (HR) through PKK mothers for the welfare of their families.

With this method and implementation, it is hoped that PKK mothers will not only understand the concept of stock investment but will also be able to use it to improve the economic welfare of their families sustainably.

C. RESULTS AND DISCUSSION

Community service activities with PKK women have achieved the planned goal, namely increasing financial literacy, especially in stock investment, at the community level. The following are the results of the activity, which are divided into two main subheadings according to the stages of the activity:

➤ **Community Service Activities: Basic Education on Stock Investment**

The first activity began with basic training on stock investment. Education was provided through two sessions: a theory session and an interactive discussion session.

Sequence of Activities:

1. Program Socialization

- Held at the home of a mother who was attending a routine PKK event with 20 PKK mothers as participants.
- The introduction to the program includes the objectives of the activity, the importance of investment literacy, and the benefits of long-term stock investment.

2. Basic Stock Investment Material



- Participants are explained of:
 - a. What are stocks?
 - b. How the capital market works.
 - c. Risks and benefits of stock investment.
 - d. Differences between short-term and long-term investments.
 - The delivery of the material is done with visual presentation and the use of concrete examples, such as local company stocks.
3. Discussion and Q&A
- Participants were given time to discuss their experiences related to financial management and challenges in starting an investment.
 - Several participants expressed concerns about the risk of losing money from investments, which was the main focus of the discussion on risk management.

Results Obtained

- Increased Understanding: Only 20% of participants knew the basics of stock investment from the initial pre-test. After this session, the post-test results showed that 85% of participants understood the basic concept of stocks and their benefits as a family investment.
- Change in Attitude: Many participants who were initially hesitant began to show interest in learning more about stock investment.

➤ Community Engagement Activities: Simulations and Practical Applications

The second stage focuses on providing practical experience through simulations and direct assistance in starting stock investment.

Sequence of Activities

1. Stock Investment Simulation
 - Participants use a virtual investment platform to download and install a stock investment platform.
 - Participants use the installed application to practice buying and selling stocks.
 - Simple simulations are conducted with practical cases, such as selecting stocks from familiar sectors (for example, Bank Jatim with the stock code BJTM or GOTO).
 - Each participant is given time to develop an investment strategy and conduct a simple stock performance analysis.
2. Real Application Assistance
 - Participants are assisted in opening an investment account on an official platform registered with the OJK, such as the AJAIB application.
 - They start investing with a small amount (Rp5,000–Rp100,000) to minimize initial risk and build confidence.
3. Group Discussion



- Participants discuss their experiences during the simulation and accurate implementation, including their successes and challenges.
- The presenter provides input to improve investment strategies based on the participants' real situations.

Achieved Results

- **Practical Skills:** 90% of participants successfully conducted stock transactions through simulation, while 70% started investing with real funds at the end of the activity.
- **Confidence:** After understanding the process and risks involved, most participants felt more confident in managing their investments.
- **Social Impact:** Participants began sharing their experiences with other PKK members, demonstrating the potential of this activity to create a domino effect in the community.

Impact and Benefits of the Program

1. Economic Impact

- This education provides new knowledge that helps PKK mothers understand how to manage excess household funds for long-term goals, such as children's education or retirement needs.
- Several participants reported that they began allocating part of their income for investment.

2. Social Impact

- This program increases solidarity among PKK members by forming stock study groups. These groups serve as a place to discuss and share information and experiences.
- The PKK community shows increased activity in seeking information related to other financial literacy.

3. Benefits of Education

- Participants gain a deeper understanding of the importance of stock investment and how to manage risk wisely.
- They also gain technical skills in using relevant investment platforms.

Activity Documentation

Here is some documentation of the activities:

1. **Socialization and Basic Training:** Photo of PKK mothers enthusiastically participating in training at the PKK event and PowerPoint presentation materials.



Figure 1. Photo of PKK Women's Livestock Extension Training

Membangun SDM Indonesia melalui Ibu-Ibu PKK Edukasi Investasi Saham untuk kesejahteraan Keluarga



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Apa itu Saham

A

PENGERTIAN SAHAM

Saham adalah surat bukti kepemilikan sebagai bagian dari modal perseroan terbatas. Pemegang saham adalah pihak yang memiliki saham perusahaan yang berhak atas return berupa dividen dan lain-lain, sesuai dengan kuantitas modal yang disetor/ditambahkan.

B

KEUNTUNGAN (RETURN) DARI SAHAM

- 1. Capital Gain**
Keuntungan modal (capital gain) adalah keuntungan (laba) yang terjadi ketika harga jual saham lebih tinggi dari harga beli.
- 2. Dividen**
Dividen adalah pembagian laba kepada para pemegang saham berdasarkan kuantitas saham yang dimiliki.

C

RISIKO (RISK) DARI SAHAM

- 1. Capital Loss**
Kerugian modal (capital loss) adalah kerugian yang terjadi ketika harga jual saham lebih rendah dari harga beli.
- 2. Likuidasi**
Perusahaan mengalami kebangkrutan, terjadi ketika perusahaan mengalami kerugian dari waktu ke waktu dan tidak mampu membayar utang.
- 3. Tidak Mendapatkan Dividen**
Terjadi ketika perusahaan tidak mampu mencetak laba.

D

JENIS-JENIS SAHAM

- 1. Saham Biasa (Common Stocks)**
 - Hak atas dividen jika perusahaan memperoleh laba dan disetujui saat RUPS.
 - Hak suara proporsional saat RUPS
 - Pemegang saham biasa memperoleh capital gain yang lebih tinggi dari pemegang saham preferen
 - Ketika perusahaan mengalami likuidasi, pemegang saham biasa mendapatkan hak klaim terakhir
- 2. Saham Preferen (Preferred Stocks)**
 - Hak atas dividen dalam jumlah tetap
 - Tidak memiliki hak suara saat RUPS
 - Dapat dikonversi menjadi saham biasa
 - Ketika perusahaan mengalami likuidasi, pemegang saham preferen memiliki hak klaim lebih dahulu dari pemegang saham biasa

2. Harga bergerak dalam Tren (Trend Following)



Sahamprofit.co.id

<https://youtube.com/sahamprofit>

Figure 2. Presentation Material for Socialization of Food Stock Counseling for PKK Mothers

- Investment Simulation:** This is a photo of participants trying to use the Ajaib stock investment platform with the help of a team of facilitators.

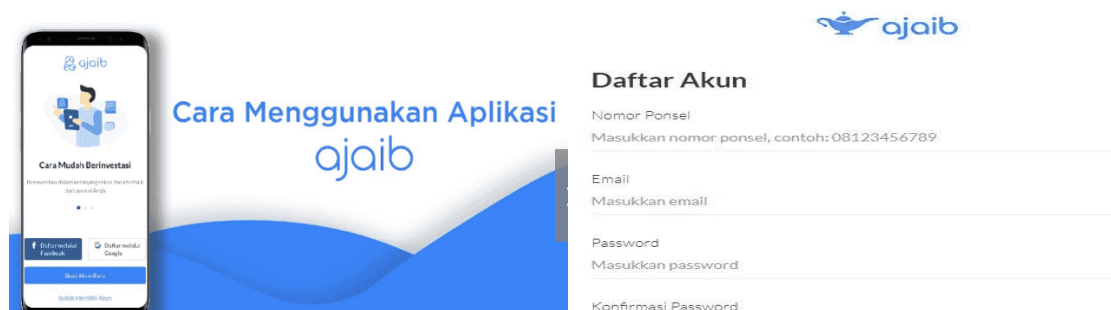


Figure 3. Application used for stock investment in team mentoring



Figure 4. Group photo during team mentoring using the Ajaib application

3. **Group Discussion:** Documentation of interactive discussion activities with sharing of initial investment experiences.



Figure 5. Group photo during an interactive discussion sharing initial investment experiences.

Through this activity, the problem of low literacy in stock investment among PKK mothers was successfully overcome with an inclusive, practical, and community-oriented approach. This program provides knowledge and builds skills and confidence in managing investments, thereby improving family welfare in the long term.

D. CONCLUSION

The stock investment education program through the the mother's PKK aims to improve financial literacy and provide innovative solutions for managing family finances. Starting from the problem of low financial literacy in Indonesia, especially among housewives, this program is designed to empower the PKK community as the main managers



of household budgets. Until now, there has been no education that specifically discusses stock investment as a means of long-term financial management at the PKK community level.

Through a series of activities, including basic education, simulations, and real application assistance, this program has succeeded in increasing the understanding and skills of PKK mothers regarding stock investment. The results showed a significant increase in participants' financial literacy, from previously only 20% who understood the basic concept of stocks to 85% after the training. In addition, as many as 70% of participants started real investments with small amounts at the end of the program, demonstrating the success of the practical approach applied.

This program also has an impact on participants' self-confidence, the formation of stock study groups, and the growth of investment culture in the community. With the economic and social impacts created, this program has made a real contribution to family empowerment through financial literacy. It is hoped that this activity will become a model to be implemented in other communities to improve community welfare sustainably.

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Implementation of activities:

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