

ABSTRACT

ANDRI HIDAYATULLAH, 2022 *Analysis of Islamic Capital Market Literacy Level in Siliwangi University Students*

The problems studied by the author are based on the phenomenon in recent years of increasing the number of investors in the Islamic capital market. However, the increase in the number of investors has not been followed by a good level of literacy in society. The islamic capital market literacy of the Indonesian people based on the publication of the Financial Services Authority only reached 4.92%, this data shows that Islamic capital market literacy is ranked the lowest compared to other financial institutions. This study aims to analyze the level of literacy in Siliwangi University students and examine the obstacles in obtaining islamic capital market education and literacy.

This research uses qualitative methods. The data sources used are primary data obtained through interviews with interviewees and secondary data processed from journal articles and publications of institutions related to the Islamic capital market. Researchers conducted interviews with resource persons who studied economics from the Faculty of Islamic Religion, the Faculty of Economics and Business, and the Economic Education Study Program.

The results of this study show that the level of Islamic capital market literacy in Siliwangi University students is at a moderate level of literacy with an average score of 62.33. Furthermore, the classification of Islamic capital market literacy for Siliwangi University students is 7% well literate, 50% suficient literate, 43% less literate, and 0% not literate. There are several obstacles conveyed by the resource persons in obtaining education and information on the Islamic capital market, including a short lecture time and the delivery of material that discusses basic theories. The next obstacle is the perception of speakers who are not interested in studying the Islamic capital market outside of lectures.

Keywords: *Literacy Level, Students, Islamic Capital Market*