

SOCIALIZATION OF THE RELATIONSHIP OF ECONOMIC GROWTH TOWARDS INTEREST IN DIGITAL INVESTMENT TO STUDENTS OF THE FACULTY OF SOCIAL SCIENCES AND FACULTY OF ECONOMICS MALIKUSSALEH UNIVERSITY

Reza Juanda¹, Rico Nur Ilham², Fuadi³, Arliansyah⁴, Muttaqien⁵, Sufi⁶

^{1,2,3,4,5}Faculty of Economics and Business, Universitas Malikussaleh, Indonesia

⁶Faculty of Social Politic, Universitas Malikussaleh, Indonesia

Corresponding E-mail: juanda.reza@unimal.ac.id

Abstract

Socializing the Relationship between Economic Growth and Interest in Digital Investment to Students of the Faculty of Social Sciences and Faculty of Economics, Malikussaleh University is very important in this digital era. Rapid economic growth in the digital era has created various new investment opportunities, including in digital sectors such as cryptocurrencies, technology stocks and other online investment platforms. However, students' understanding and interest in digital investment still varies. Discussion of digital-based financial literacy in investment has shown its impact in increasing students' awareness and interest in making digital investments and digital-based financial literacy can help students understand the use of digital investment applications and the risks of loss and profit opportunities that can be obtained. In the digital era, mastery of technology is an important key in winning business competition, as well as in understanding financial investment opportunities by utilizing financial technology. The Bachelor of Business Management and Administration program is designed to prepare graduates who are able to create innovations in the financial sector to meet investment needs. Economic growth plays an important role in increasing interest in digital investment among students. Therefore, it is recommended that educational institutions strengthen financial and economic education to prepare students to face the digital investment era. Apart from that, more intensive outreach regarding digital investment opportunities and risks is needed to increase investment literacy among students.

Keywords: *Economic Growth, Interest in Digital Investment, Students from the Faculty of Social Sciences and the Faculty of Economics Malikussaleh University.*

1. INTRODUCTION

Economic growth is an important indicator that reflects the health of a country or region. In recent years, technological advances and digitalization have had a significant impact on various sectors, including the financial and investment sectors. Investment is an activity in the economic field in which an individual called an investor invests a certain amount of capital in an organization or company in order to gain a profit (Andi, 2020). One phenomenon that is increasingly widespread is digital investment, which includes various forms such as online stocks, cryptocurrencies and other technology-based investment platforms. For students, especially those studying in the fields of economics, business and technology, understanding the relationship between economic growth and digital investment is very important. This knowledge is not only relevant academically, but also practically for their future careers. Significant economic growth in the digital era has influenced the way society invests in and uses digital technology. In this context, socializing the role of digital literacy for students is very important because they are the generation closest to digital technology and have great potential to influence economic growth through digital investment. Thus, this observation aims to understand how socializing the relationship between economic growth and interest in digital investment can increase students' awareness and skills in digital investing, and how this can influence overall economic growth. In the digital era, digital

SOCIALIZATION OF THE RELATIONSHIP OF ECONOMIC GROWTH TOWARDS INTEREST IN DIGITAL INVESTMENT TO STUDENTS OF THE FACULTY OF SOCIAL SCIENCES AND FACULTY OF ECONOMICS MALIKUSSALEH UNIVERSITY

Reza Juanda¹, Rico Nur Ilham², Fuadi³, Arliansyah⁴, Muttaqien⁵, Sufi⁶

technology has become very important in increasing competitiveness and economic growth. Therefore, students who have the ability and knowledge of digital technology have great potential to contribute to economic growth. However, there are still many students who do not have sufficient awareness about the importance of digital literacy and how to use digital technology effectively to invest digitally. The aim of this outreach is to increase students' awareness and skills about the importance of digital literacy and how to use digital technology to invest digitally. Thus, it is hoped that this research can help increase student participation in economic growth through digital investment and influence overall economic growth.

The Importance of Socializing Digital Investment to Social Sciences and Economics Students

1. **Increasing Financial Literacy**, Socialization regarding the relationship between economic growth and digital investment helps increase student financial literacy. They will better understand how macroeconomic conditions can influence investment opportunities and how to utilize technology to invest wisely.
2. **Future Preparation**, By understanding digital investment trends, students can prepare themselves for the future. They can identify opportunities and risks that may arise in the world of digital investment, as well as develop investment strategies that are in line with economic developments.
3. **Financial Inclusion**, Digital investing is often more accessible than traditional investment methods. Through outreach, students can find out ways to get involved in this investment, so they can contribute to wider financial inclusion.
4. **Risk Understanding**, The world of digital investment is full of opportunities, but also risks. Socialization helps students recognize and understand these risks, so they can make smarter and more informed investment decisions.

Objectives of Disseminating Digital Investment to Social Sciences and Economics Students

1. **Increasing Knowledge**, Provides comprehensive information regarding the relationship between economic growth and digital investment.
2. **Encourage Interest**, Growing students' interest in digital investment as a way to manage their personal finances and their future.
3. **Forming a Critical Attitude**, Teaches students to think critically about various existing information and investment opportunities, as well as understand the impact of macroeconomics on digital investment.
4. **Skills Development**, Train students to use various digital investment tools and platforms effectively and safely.



Figure 1 Opening

2.IMPLEMENTATION METHOD

To socialize the relationship between economic growth and interest in digital investment to students using seminar and workshop methods, the aim is to provide an in-depth understanding of how economic growth affects digital investment. This flow of collaborative activities between the faculties of economics and social sciences invites experts in the field of economic growth and digital investment to speak, share with students and hold a question and answer session. This event is hosted by business administration students and the first event is the reading of the Koran in order to get blessings from this socialization and will be continued by Mr. Sufi as the head of the business administration study program who will give a speech and open the event. In this digital investment socialization which was held in the social sciences hall with the arrival of students from the economics faculty and the social sciences faculty. Mr. Reza Juanda was the speaker for the socialization about economic growth in the current era and continued by the next speaker, namely

SOCIALIZATION OF THE RELATIONSHIP OF ECONOMIC GROWTH TOWARDS INTEREST IN DIGITAL INVESTMENT TO STUDENTS OF THE FACULTY OF SOCIAL SCIENCES AND FACULTY OF ECONOMICS MALIKUSSALEH UNIVERSITY

Reza Juanda¹, Rico Nur Ilham², Fuadi³, Arliansyah⁴, Muttaqien⁵, Sufi⁶

Mr. Rico Nur Ilham, who delivered material about digital investment. The expected result of this socialization is that students gain direct insight from experts and can ask questions to deepen their understanding.



Figure 2. Socialization activities

3. RESULTS AND DISCUSSION

Results

The following are the results and discussion regarding the socialization of the relationship between economic growth and interest in digital investment to students of the faculty of social sciences and economics:

Student Participation Level

The socialization was attended by a large number of students from the social sciences and economics faculties and most of the participants showed high interest in the material presented about digital investment.

Understanding Economic Growth

Students demonstrated a basic understanding of the concept of economic growth and several students asked questions that showed deeper interest in how economic growth can affect the investment market.

Interest in Digital Investment

Many students are interested in digital investments such as cryptocurrency, online stocks, and fintech. Socialization succeeded in increasing their knowledge of the opportunities and risks associated with digital investments.

Response to the Information Provided

Students are responsive to information about the potential profits from digital investments and discussions about the risks of digital investments also attract attention, especially regarding security and market volatility.

Discussion

The Relationship between Economic Growth and Digital Investment

It was explained that positive economic growth often encourages interest in investment, including in the digital sector and students were invited to understand that strong economic growth is usually accompanied by increased investor confidence and capital flows into digital investment.

Advantages and Risks of Digital Investment

It is emphasized that although digital investments offer the potential for large profits, the risks involved are also significant and students are encouraged to always carry out research and analysis before making an investment.

The Role of Education in Investment

This socialization also emphasizes the importance of financial education for students to make wise investment decisions so that students are encouraged to continue learning and following the latest developments in the world of digital investment.

Digital Investment Trends and Developments

The discussion also covered the latest trends in digital investment, such as developments in blockchain technology, the use of AI in trading, and innovation in fintech and students showed enthusiasm for the opportunities brought by these technologies.

Challenges and obstacles

Also discussed are various challenges faced by digital investors, such as changing regulations, cyber security threats and market volatility. Students are invited to understand that digital investment requires mental readiness and adequate knowledge.

SOCIALIZATION OF THE RELATIONSHIP OF ECONOMIC GROWTH TOWARDS INTEREST IN DIGITAL INVESTMENT TO STUDENTS OF THE FACULTY OF SOCIAL SCIENCES AND FACULTY OF ECONOMICS MALIKUSSALEH UNIVERSITY

Reza Juanda¹, Rico Nur Ilham², Fuadi³, Arliansyah⁴, Muttaqien⁵, Sufi⁶



Figure 3. Digital Investment Socialization

4. CONCLUSION

This socialization succeeded in increasing students' understanding of the relationship between economic growth and interest in digital investment. Students are becoming more aware of the opportunities and risks associated with digital investments, as well as the importance of financial education in making investment decisions. Students' enthusiasm for this topic shows great potential for developing interest in digital investment among the younger generation.

REFERENCES

- Adhimursandi, D., Azis, M., Heksarini, A., & Asnawati, A. (2024). Socialization of Digital Marketing and Fintech Literacy for Micro & Small Businesses in Samarinda City. *Journal of Community Service and Society Empowerment*, 2(02), 188-195.
- Andi Kusuma Negara, HG (2020). The Influence of Technological Progress and Investment Understanding on Students' Interest in Investing in the Capital Market. *Business Management Journal*, 81-95.
- Ayudiasuti, L. (2021). Analysis of the Influence of Student Investment Decisions. *Journal of Management, Faculty of Economics and Business, Surabaya State University*, Vol 9, No. 3, 1138-1149
- Laplane, A., & Mazzucato, M. (2020). Socializing the risks and rewards of public investments: Economic, policy, and legal issues. *Research Policy*, 49, 100008.
- Miguel, A. F., & Duval, L. (2019). Fintech and the socialization of the financial industry. *Fintech and the socialization of the financial industry*, (9), 35-45.
- Pane, A. K. (2022). The Influence of Investment Trends on Social Media and Investment Knowledge on Students' Interest in Investing in the Capital Market. *Journal of Business and Management, University of Muhammadiyah Malang*