

**PENGAWASAN OTORITAS JASA KEUANGAN TERHADAP INVESTASI ILEGAL
PENIPUAN PLATFORM QUOTEX OLEH DONI SALMANAN
FINANCIAL SERVICES AUTHORITY SUPERVISION OF ILLEGAL INVESTMENT
FRAUD ON THE QUOTEX PLATFORM BY DONI SALMANAN**

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ABSTRAK

Perkembangan teknologi digital memberikan kemudahan dalam aktivitas investasi melalui platform online. Namun, perkembangan tersebut juga memunculkan berbagai bentuk investasi ilegal yang merugikan masyarakat, salah satunya platform Quotex yang dipromosikan oleh Doni Salmanan. Penelitian ini bertujuan untuk mengetahui efektivitas pengawasan Otoritas Jasa Keuangan (OJK) terhadap investasi ilegal, kendala yang dihadapi, serta upaya pencegahan yang dilakukan dalam menangani kasus tersebut. Metode penelitian yang digunakan adalah penelitian yuridis normatif dengan sifat penelitian deskriptif analitis. Data diperoleh melalui studi kepustakaan dengan menggunakan bahan hukum primer, sekunder, dan tersier berupa peraturan perundang-undangan, buku, jurnal, dan sumber internet yang berkaitan dengan pengawasan investasi ilegal. Hasil penelitian menunjukkan bahwa pengawasan OJK terhadap investasi ilegal masih belum optimal karena pengawasan lebih bersifat reaktif dibanding preventif. Kasus Quotex menunjukkan adanya kelemahan dalam pengawasan digital, rendahnya literasi keuangan masyarakat, serta besarnya pengaruh influencer dalam mempromosikan investasi ilegal. Upaya yang dilakukan OJK berupa edukasi literasi keuangan, publikasi daftar investasi ilegal, dan pemblokiran situs masih menghadapi berbagai kendala, terutama perkembangan teknologi dan yurisdiksi lintas negara. Berdasarkan hasil penelitian, diperlukan penguatan pengawasan berbasis teknologi, peningkatan kerja sama lintas lembaga, serta pembaruan regulasi terkait promosi investasi oleh influencer agar perlindungan terhadap masyarakat dapat berjalan lebih efektif.

Kata Kunci: OJK, investasi ilegal, Quotex, Doni Salmanan, pengawasan.

ABSTRACT

The development of digital technology has made investment activities easier through online platforms. However, this development has also given rise to various forms of illegal investment that are detrimental to the public, one of which is the Quotex platform promoted by Doni Salmanan. This study aims to determine the effectiveness of the Financial Services Authority (OJK)'s supervision of illegal investments, the obstacles encountered, and the

preventive measures taken in handling these cases. The research method used is normative juridical research with a descriptive analytical nature. Data were obtained through a literature review using primary, secondary, and tertiary legal materials in the form of laws and regulations, books, journals, and internet sources related to the supervision of illegal investments. The results show that the OJK's supervision of illegal investments is still suboptimal because supervision is more reactive than preventive. The Quotex case demonstrates weaknesses in digital supervision, low public financial literacy, and the significant influence of influencers in promoting illegal investments. The OJK's efforts, including financial literacy education, publication of lists of illegal investments, and blocking of sites, still face various obstacles, particularly technological developments and cross-border jurisdictions. Based on the research findings, strengthening technology-based oversight, increasing cross-agency collaboration, and updating regulations related to investment promotion by influencers are needed to ensure more effective public protection.

Keywords : *OJK, illegal investment, Quotex, Doni Salmanan, supervision.*